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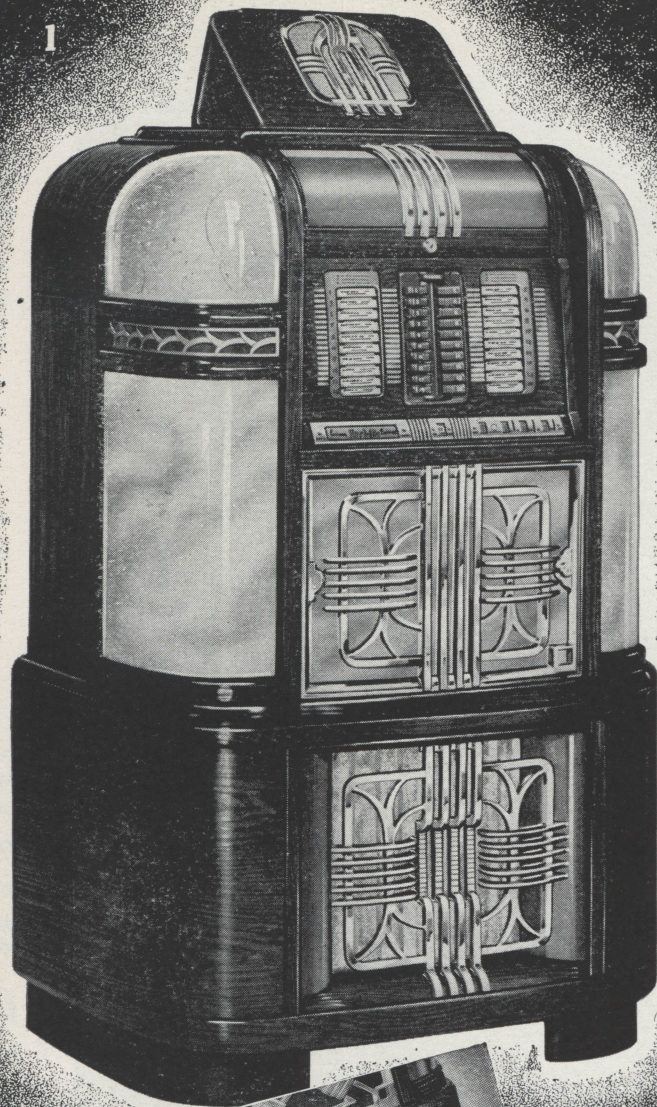
ENTERED AS SECOND-CLASS MATTER JUNE 19, 1931, AT THE POST OFFICE AT FORT WORTH, TEXAS, UNDER THE ACT OF MARCH 3, 1879.

COIN OPERATED AMUSEMENT-MUSIC-

MERCHANDISE AND SERVICE MACHINES

AUTOMATIC WORLD

1

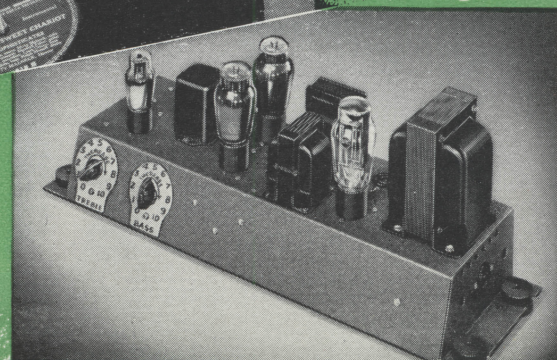
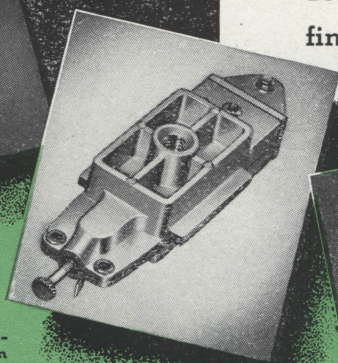
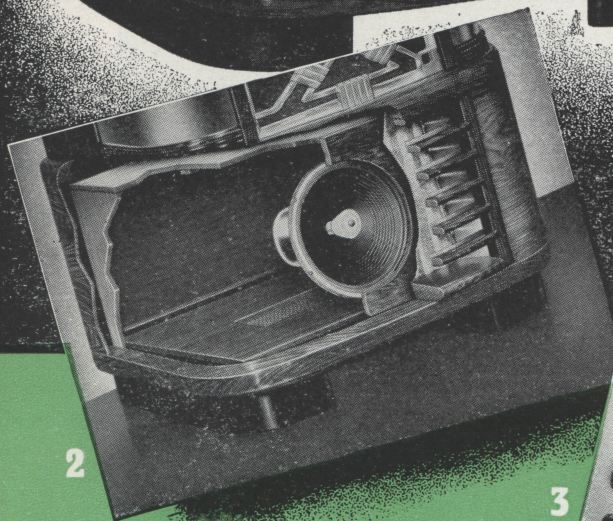


ROCK-OLA HIGH FIDELITY *Tone*

for '40

IS THE GREATEST TONE ACHIEVEMENT IN COIN PHONOGRAPH HISTORY

Here is tone reproduced with all the warmth and pulsating life of the original performance. Rock-Ola brings you, your locations, and public *true tone* reproduction. Supreme listening satisfaction . . . clear . . . flawless . . . thrilling. Isn't it easily understandable, therefore, why the 1940 Rock-Ola is applauded everywhere for fine performance and exceptional cash returns!



1

Complete patron acceptance and *play appeal* are increasingly dependent upon **TONE**. The Auditorium Speaker on the Super Model has full carrying power in the largest of rooms and makes true tone beauty possible by the conservation and proper distribution of the all-essential high notes which are ordinarily absorbed by natural room obstructions.

2

For further perfection and accuracy of tone reproduction, all 1940 Rock-Ola Super and Master Models come equipped with a scientifically constructed built-in **Tone-Resonating Chamber**. This sensational advancement eliminates the ordinary distortion caused by tone traps and vibration.

3

Every mechanical unit affecting sound and tone balance has been engineered to combine peak efficiency with clear reception for full player enjoyment. Rock-Ola's metal encased **Crystal Pick-Up** assures finest tone possible.

4

Another example of Rock-Ola perfection in 1940 Luxury Lightup Phonographs is the extra light die-cast aluminum **Tone Arm**. This is of the ventilated tangent transducer type and is supported by a special base for thorough insulation of vibration.

5

Rock-Ola High Fidelity Tone depends primarily upon the versatility of the 1940 Perfected Amplifier. An amazing mechanical unit sturdily constructed for dependable life-long service. Light . . . easy to handle . . . well ventilated, making possible a wider range, extended treble and bass boost at low volume.

ROCK-OLA LEADERSHIP



ROCK-OLA MANUFACTURING CORP. 800 N. KEDZIE • CHICAGO

SOUTHWEST DISTRIBUTORS

for Rock-Ola Luxury Lightup PHONOGRAPHS

THESE WELL KNOWN SOUTHWEST DISTRIBUTORS LISTED BELOW CAN GIVE YOU SUPER SERVICE AND PROMPT DELIVERIES ON ROCK-OLA LUXURY LIGHTUP PHONOGRAPHS. WRITE, PHONE, WIRE OR GO TO SEE THEM

BOYLE AMUSEMENT CO.

522 Northwest Third Street

OKLAHOMA CITY, OKLA.

Telephone 7-5631

FISHER BROWN

2206 South Harwood Street

DALLAS, TEXAS

Telephone 4-6131

UNITED AMUSEMENT CO.

310 South Alamo Street

SAN ANTONIO, TEXAS

Telephone Cathedral 14311

STELLE & HORTON

1513 Louisiana Street

HOUSTON, TEXAS

Telephone Fairfax 4096

LOUISIANA AMUSEMENT CO.

822 Carondelet Street

NEW ORLEANS, LOUISIANA

Telephone Raymond 1770

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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THE SOUTHWEST MAGAZINE OF THE COIN MACHINE INDUSTRY

Highlights

The Second Annual Northwest Coin Machine Exhibition held at the Hotel St. Paul, by the Minnesota Amusement Games Association, Inc., on February 5 and 6, was a huge success from every angle. The show secured more favorable newspaper publicity than any coin machine show ever held in America. Story after story, with as high as eight column streamer heads told of how the coin-operated devices afforded employment to millions—created culture, help to ward off depressions, etc. The St. Paul newspapers were liberal with picture space, also. A swell break for the industry. Let's give the Minnesota boys a big hand.

* * *

Next big coin machine gathering is the Exhibit, Banquet, Floor Show and Dance to be staged by the Amusement Board of Trade of New Jersey, Inc., which will swing out on Sunday, April 7, 1940, noon to midnight. The place will be the Essex House, Newark, N. J. For further information write the Board at 1142 Broad St., Newark, N. J.

* * *

California Roasted Almonds for vending machines are sweeping the entire country. Millions of pounds are being vended weekly and at last the almond moves up to top spot as a bulk merchandise for vending machines.

The Southwest continues to go legal. Operating takes on a new hold and new equipment is moving in by carloads. Variety is the motto. The big phonograph operator does not sneer at a penny vender any more but places them right along with his music machines. Large amusement machine operators have also learned that pennies run into dollars. 1940 looms as a year of prosperity and smiles for operators everywhere.

* * *

The 1941 Annual Coin Machine Show, sponsored by Coin Machine Industries, Inc., will be held at the Sherman Hotel. That's a cinch. The dates will be either the week of January 12th or the 19th. If the Canners' Association can be persuaded to postpone their convention to the week of January 26th, the coin machine show will be held the week of January 19th. Definite announcement of the exact date will be made soon.

* * *

The 1940 Show Hits are now reaching the operators and there is some good money-making equipment being placed. The new model phonographs are being received and operators are rushing them to their quality spots as fast as they can get their hands on them. Wall box installation is growing in popularity daily and high type cigarette vending equipment is in demand.

* * *

Don't fail to read that slashing, banging, rip-snorthing, side-bursting, rib-digging, chin-punching article which will appear in our April issue entitled "RED NICKELS." Your hair will stand on end. You will swear and then in the end you might stop, think a while and say, the feller is right. A real HE operator speaks his mind on "Red Nickels." What he says about giving the "cheap skates" free music is a dose of medicine a lot of music operators need. Read what he has to say in April issue. Appearing exclusively in AUTOMATIC WORLD.

NICKELOID SETS UP EXPORT OFFICE

Because the war in Europe has caused shifting in the sources of supply for raw materials of many nations, the American Nickeloid Co., Peru, Ill., has found increased demand for its pre-finished metals in many foreign markets, and to better serve this business, announces the establishment of an export office at 201 North Wells Street, Chicago. Sales representatives are being established in all principal countries abroad.

*Checking
the Spots By
... Tom Murray*

Spring is upon us and us Joads will soon be having that spell of Spring desire to hit the highways. Funny how the green grass and mating of birds bring out the gypsy in us. But as usual most of us will remained glued to our task and even if we do sneak a week off we will come back with a double burden of work awaiting us. Ho—hum but I'm drowsy.

* * *

Outdoor spots are opening and ops should lose no time and seeing that ample automatic equipment is placed for the big summer run. There is a wide range of machines to select from—real money-makers.

* * *

Just had a short visit with Dinty Moore, the coin machine operator and rover supreme. Dinty jumps around over the country like a jack rabbit looking after his many interests. He has a nifty arcade on the Hames Shows, which played the Southwest Live Stock Show and Rodeo, Fort Worth, recently. Neon lighting certainly brightens up the front and the place was crowded at all hours. It was the busy spot on the midway and several hundred late machines were being played by an amusement-seeking crowd. Don't kid yourself about the arcade business being washed up. All it takes is a live-wire showman who knows how to do things in a progressive manner.

* * *

Ever hear about the homing pigeon owned by Fisher Brown, Dallas? The one that received a broken wing in flight and walked home? From all information gained the bird walked several hundred miles. Fisher had given the prize flyer up as lost when one morning, to his surprise, he saw the bird walking up the driveway of his home. Sure the bird had sore feet but he made it back. Ask Fisher if you doubt my words.

* * *

Boy, is that Groetchen IMP going places and how!!

* * *

You fellows had better start making your hotel reservations for the 1941 Show. Looks like the biggest event ever will be staged next January at the good ole Sherman. I'm telling you the coin machine industry and the Sherman Hotel are as closely related to each other as Herb Jones and his red pencil.

* * *

And which reminds us that Herb did one swell publicity job for the 1940 Show. He'll really get going on the 1941 affair. You just watch his smoke.

LOCAL ADVERTISING CAMPAIGN PROFITABLE FOR OPS

By a STAFF CORRESPONDENT

Operators have been slow, in fact too slow, in their local advertising efforts. Instead of keeping your business behind darkened windows bring it out in the light and tell the public straight-from-the-shoulder just what your business consists of. One of these days some wise operator is going to start local newspaper advertising, tying in snappy little boosts for all his locations and their business and then no competitive operator will be able to buy enough light fixtures to cause said location owner to bump the advertising-minded operator out. In his ads the wise operator will tell about the delicious fried chicken at Sam's Place or the sizzling steaks at Paul's Tavern or the excellent drinks that the Oasis whips up. Such co-operation will seal him with his spots to where a blue-blaze electrical torch couldn't come between the op and his locations.

Outdoor advertising is also fine. One operator always places an attractive road sign near all his music spots. These signs advertise recorded music by so and so at Joe's Palm Garden. See? The nifty tie-in works swell. The operator advertises himself and his business and at the same time gives the spot a swell lift. What's wrong with it?

We believe that one of the smartest operators this country has is Jack Maloney, head of the Panther Novelty Company, Fort Worth, Texas. Jack does more advertising in one year than any ordinary dozen of other operators. Maloney goes in for newspaper ads, school paper space, church ads, baseball park ads, motion picture ads, outdoor signs and a hundred other types of advertising.

When a new spot opens and Maloney has the coin equipment in the place, he always joins in a newspaper advertising campaign for the new business concern that is opening up.

In the Fort Worth baseball park Panther Novelty Company have a huge sign measuring more than 40 feet long. The telephone book always has a liberal portion of space advertising the Panther organization and his large fleet of black and gold trucks are always seen in the various parades that are staged in the city of Fort Worth.

Other operators should give more thought to their advertising locally. Boost certain projects, give their locations a break with a few ad plugs and show the entire community you have a business you are not ashamed of.

Step out during 1940 with more local advertising. Let the entire population of your section know for sure that the coin-operated machine industry is a big and growing business. Put yourself and your business on the "home town" map.

Why not back up Jack Nelson's idea for a Coin Machine Week, and

during that time go on the air with a swell program? Operators in each community could get together for this one week's campaign at least. Try it. Drop your sticks for one week and launch out together for a Coin Machine Week and show the

MUSIC

at

Angel's Sandwich Shop

furnished

by

Panther Novelty Company

1010 Monroe 2-1888

The above ad recently appeared in a Fort Worth newspaper. It was carried by the Panther Novelty Co., of which Jack Maloney is owner and manager, and displayed excellent co-operation on the part of Mr. Maloney. Original size of the ad was two columns and approximately six inches deep.

home folks what a big business you are in.

Your local advertising will prove profitable to you. This has already been proven. You can't lay your finger on a single operator who does local advertising but who is a success. Stop and think that over.

Visitor—Are the anthropoids in that building?

Attendant—No, that's the monkey house. It's the dope they use on 'em that makes 'em smell that way.

Well, I think I'll put the motion before the house, said the chorus girl as she danced out onto the stage.

JENNINGS NEW IN-A-BAG MADE MORE SANITARY

Chicago, Ill.—The IN-A-BAG, automatic vender of nuts and confections in glassine bags, which was introduced only a short time ago by O. D. Jennings & Company, has now been further improved by the increased use of stainless steel in virtually all parts of the machine.

In announcing the improvement, Mr. O. D. Jennings, president of the company, says, "The public is sold today as never before, on having everything sanitary—especially in connection with food products. In keeping with this trend, we recently originated and put on the market, IN-A-BAG, designed to vend nut meats and bulk confections without their being touched by human hands. The public has welcomed this innovation most enthusiastically. It has met with the hearty endorsement of physicians, nurses and parents. We have now gone still further and made the entire machine practically rust-proof—a most important feature. We now feel convinced that IN-A-BAG, before very long, will do away with the old-fashioned, "cracker-barrel" method of vending bulk confections."

Letters received by O. D. Jennings & Company state that IN-A-BAG has proved sensationally popular, wherever it has been introduced. This ultra-modern, sanitary vender is reported as getting a much bigger play than was ever the case with old type machines. Parents are glad to give the children pennies for nuts and candies that come out clean, unhandled, in glassine bags. Adults treat each other to a bagful of nuts, getting several bags at a time, where they used to buy a handful. Women like confections in-a-bag, because they do not soil their gloves. The machine is for 1c play.

Operators report they get better locations with IN-A-BAG, as it appeals to those who want the newest, most modern and sanitary machines.

Ernest M. Werner Named

Ernest M. Werner, formerly with the Market Research Department of Young & Rubicam, Inc., has been named supervisor of all Columbia Recording catalogues and supplements by Patrick Dolan, sales promotion director.

In his new post, Werner will also direct, catalogue and supplement work for Brunswick and Vocalion popular records. In addition, he will handle Columbia's foreign language catalogues.

ADVANCE VENDING MACHINES

SEND FOR CATALOGUE NO. 39

MORE THAN 100 MODELS

ADVANCE MACHINE COMPANY

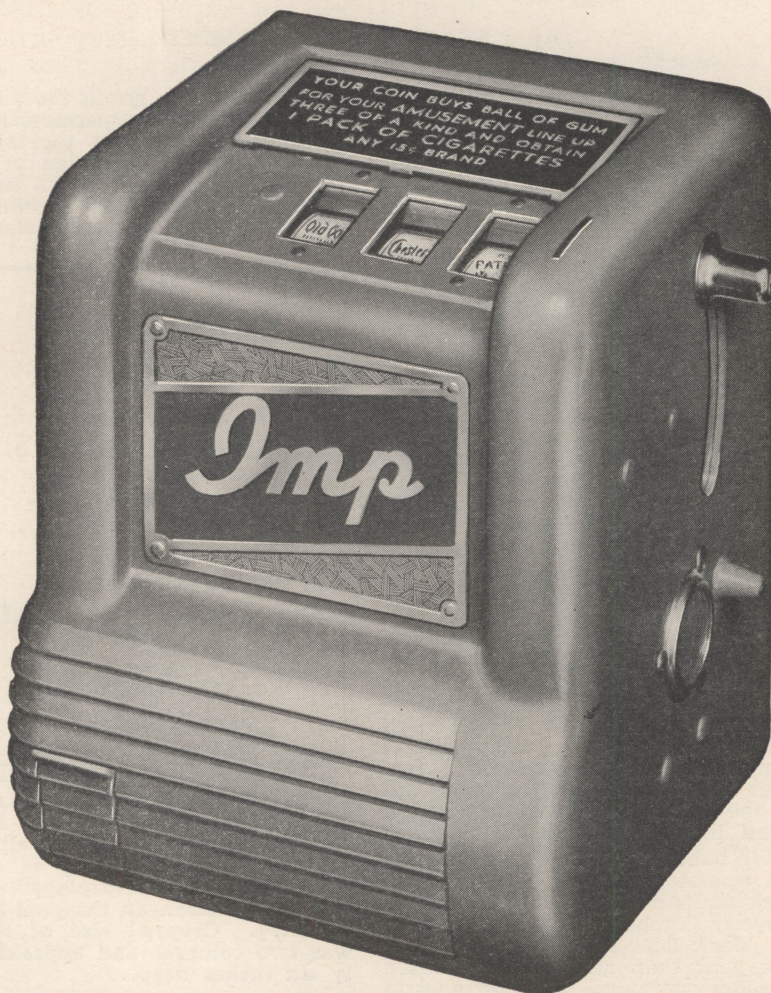
4647 RAVENSWOOD AVENUE

CHICAGO, ILL.

IMP- "TOPS FOR SPOTS"

GUM VENDOR

- COMBINATION NICKEL AND PENNY PLAY
- STRAIGHT PENNY PLAY
- STRAIGHT DIME PLAY
- SIZE 5x5x6 INCHES
- RADIO STYLE CABINET
- COIN METER (\$1.50 EXTRA)
- GUM LOADING DOOR
- FRUIT OR CIGARETTE REELS
- HINGED REWARD SIGN



At \$12.50 IMP DOMINATES THE LOW-PRICE FIELD!
(CARTON OF SIX—\$67.50)

Since its supreme success at the recent Coin Show in Chicago, IMP continues to write the most brilliant chapter in the history of the industry. Clear across the nation—from Maine to California orders from progressive operators pour in like a tropical rain. Is it any wonder—IMP is "Tops for Spots." Just cast your eye at the illustration of IMP. See that cabinet—smartly styled to resemble a miniature radio. Look at that hinged reward sign . . . doesn't it add to the radio "illusion?" And observe the three reels which you can have in cigarette or fruit sym-

bols. Ah, but what you can't see is the simplified mechanism inside . . . the new roto-matic coin chute—it's cheatproof, clogproof and foolproof, too—shows last coin played. But the IMP is "all there"—inside and outside it's perfect. After you've received a carton or two—take out an IMP, and play with it yourself. Find out how enticingly and quietly the reels spin. Note the precise 1-2-3 stop; yes, the IMP comes in assorted colors with beautiful Hammerloid or Meta-Lustre finish. And last—remember the least—the price is only \$12.50.

DISTRIBUTED BY

EARL REYNOLDS
4116 Live Oak St., Dallas, Texas

COIN MACHINE SALES CO.,
310 M & M Bldg., Houston, Texas

GROETCHEN TOOL CO., 120-122 N. Union St., Chicago, Illinois

Bally TRIUMPH

now smashing Bally Reserve record

Daily TRIUMPH collections actually equal former weekly novelty earnings in same locations! Test operations, week after week since January Show, prove long-life appeal of sensational **"BUY-BACK" FEATURE!** Remember . . . TRIUMPH is a regulation 5-ball novelty or free-play

BUY-BACK

feature earns 1 to 5
EXTRA COINS per game.
Write for details.

game — not reserve-type or multiple—yet earnings exceed best Bally Reserve records by three to one! **Be first in the "BUY-BACK" boom—order TRIUMPH now!**



Easy Change
From
Novelty to
Free Play



New SPORT KING

multiple with **BUY-THE-BOARD** feature

Here's the mighty monarch of multiple money-makers! All the money-minting features of Bally's famous multiples . . . including \$45 top reserve . . . **PLUS NEW BUY-THE-BOARD FEATURE** that takes in the nickels faster than a subway turnstile at rush hours! Location tests prove SPORT KING easily double or triples average multiple collections! **Yet the price-tag is 1938 style!** Order SPORT KING now!

ATTENTION! FREE-PLAY *Multiple* OPERATORS!

SPORT SPECIAL, Bally's new free-play 4-multiple sensation, has all the big-profit features of Sport King, **INCLUDING BUY-THE-BOARD FEATURE**, but without re-

serve . . . and may be operated as a **ONE-SHOT OR 5-BALL GAME**. Double or triple your free-play multiple collections by ordering **SPORT SPECIAL** today!

BALLY MANUFACTURING COMPANY, ²⁶⁴⁰ Belmont Ave. CHICAGO

DAVAL USES UNIQUE SALES FEATURE ON HEADS OR TAILS GAME

● Chicago.—Al S. Douglass, president of the Daval Company, Inc., is using a unique sales method to get over the features of his revolutionary "Heads or Tails" counter game to all who call at the office of the firm. As Al explains, "Instead of telling them how great a machine Heads or Tails is and all that we know about the profits it has been earning on locations everywhere in the country, we simply hand the visitor a handful of coins and tell him to play the game."

"It's never failed yet. Within 2 minutes he is so enraptured in the machine, so anxious to beat it, and so full of suspense at each spin of the reels, that he forgets just what it was he came to see us about and only concentrates on 'beating' the game."

"This is just what is happening on locations all over the country. The players are forgetting themselves in their eagerness to outsmart Heads or Tails. They match their own coin. They can place it into the machine to show either heads or tails when it appears in the front glass, then they spin the reels, and bingo—all reels come tails with a

20 to 1 winner and here they chose heads."

"That's the only thing we do. Let the visitor himself play the machine and he gets all the angles as well as all the reaction the player himself gets on location. Our leading distributors were the ones who encouraged us to continue this idea and we have been using it right along."

"In all the years we have been building counter games I know of no other game that has captured the player's entire interest as much as 'Heads or Tails' or given him the chance to do his own choosing as to the winning combination. The very simplicity of the machine is what makes it so impressive to the majority of players. They don't have to try to remember combination or think of past performances. Simply try to match their own selections of heads or tails against what the Heads or Tails itself will produce."

"And the liberal sprinkling of winners that come out of the machine makes this even more fascinating than ever to the player for it keeps him on edge for the big winners all the time." Most players begin with pennies but soon find themselves depositing nickels and dimes, yes, even quarters into the 4 way coin chute. Heads or Tails sales are increasing daily, Daval reports, and more and more ops everywhere in the country are featuring the machines.

less than fifty chocolate candy vending machines to anyone with the cash, appeared recently in a Houston daily paper. One party who answered the ad reported that he went to a room in a downtown hotel and a Mr. Walzer gave him these details:

Cash price for fifty machines, \$333 and a guaranteed location for each machine. Location owner would get 10 percent gross and machine owner, after buying candy 1c penny bars) would be able to clear 45 percent net. Machines should pay for themselves within two months, after which owner would be "in velvet," simply spending a few hours each week servicing his equipment and gathering in the money.

Houston Better Business Bureau did not approve the proposition. A representative of that organization said, along with several other things, that candy vending machines were definitely not a success in South Texas; and remarked that hundreds of people lost money each year finding it out for themselves.

To date the machines in question have not been advertised in any of the operators trade magazines.

Following a business tour of South Texas and a short trip into North Louisiana late in February, Hans von Reydt, Rock-Ola district manager, and H. M. Crowe, Rock-Ola salesman, reported conditions slow but seemingly on the verge of improving.

Associated Phonograph Operators of Harris County held a big feed and social gathering for members and visitors on the evening of Feb. 29 at downtown Milam Building. It was purely a social meeting and no business of any nature was mentioned.

CARL TRIPPE HOLDS SHOWING



A scene at Carl Trippe's Ideal Novelty Company, St. Louis, Mo., during Grand Showing of 1940 Rock-Ola Phonographs. Carl Trippe, left, and F. E. Richardson, Rock-Ola District Manager, toast the Rock-Ola Leadership Girl and the 1940 Super Rock-Ola. "Both beautiful," says Carl.

Houston

Practically every music operator in Houston and Harris County together with officials of Electrical Workers local No. 716 were charged by Attorney General Gerald C. Mann on Feb. 26 with violating Texas Anti-trust laws. The case is expected to be tried late in March in the 126th District Court at Austin.

Statements from several prominent operators indicated that they were frankly puzzled as to why they were named in the suit. Last summer when a similar suit was entered against the Music Operators Association of Houston, operator members realized that they might have unintentionally included things in their code of ethics contrary to anti-trust laws and voluntarily disbanded the organization.

A new association was formed; purely social and mainly for the purpose of qualifying for group insurance on phonographs and equipment. Most operators have union contracts with their employees because they believe in collective bargaining. The contracts are between each individual operator and his employees and are in no way connected with the local phonograph operators association.

A "blind ad," offering to sell not

BALLY ALLEY IN THE "FUNNIES"

Cleveland.—Dan Hawley, manager of Modern Automatic Exchange, Inc., this city, is proudly displaying a recent edition of the Cleveland Plain Dealer in which the Bally Alley bowling game is included in a group of cartoons sketched at the Cleveland Sportsmen's Show.

"You can tell it's Bally Alley," explained Hawley, whose firm is Cleveland distributor for Bally Mfg. Co., "because even in the simple 'funny-paper' style the famous Bally Alley three-finger grip-a-ball control is visible. You can also tell it's Bally Alley by the satisfied expression on the character depicted as playing the game."

The Sportsmen's Show annually reviews progress in the entire field of sport, from outboard motor-boating to horse-shoe pitching. This year the exhibition included miniature bowling, represented by the Bally Alley game, ten of which were placed in the show by Modern Automatic Exchange, Inc. Mr. Hawley reports that the machines created a sensation and were constantly surrounded by crowds of men, women and children awaiting their turn to play. "As a result of this publicity," Hawley added, "we have lined up many new Bally Alley locations for our operators."



For Over 34 Years

Manufacturers of

Coin-Operated Machines

MAKE MORE MONEY

This New Way of

VENDING NUTS and CANDIES

SANITARY

IN-A-BAG

MODERN

Vends Nuts and Confections in Glassine Bags

Operators write us they get more locations—and better locations, with IN-A-BAG. The first and only machine of its kind; now further improved; made still more sanitary; gets hearty approval of health authorities, parents, teachers. Young and old prefer to buy their nut meats and candies this new, smart way. Does away with messy handful; instead it's a clean, sanitary bagful, and all for a penny. Be first in your territory with this sensation. Write or wire for full details. Don't delay, do it today, now!



O. D. JENNINGS & CO.

4309-39 West Lake St., Chicago

Jennings New "Optional" Ciga-Rola Solves Operators' Problems

Chicago, Ill.—It looks like O. D. Jennings & Company have hit the bulls-eye again. This time it is with a cigarette machine that meets practically every territory situation.

The new Cigarette Vender is called "The Optional." It is one of the famous Jennings CIGA-ROLAS, but with this important difference. The player has two distinct options—hence the machine's name, "Optional." He can make an outright purchase by depositing the usual price for a package of cigarettes, the machine vending his choice of six popular brands. OR, he can deposit a nickel for play (which appeals to his bargain and amusement instinct) and if no cigarettes are vended, he can still deposit a dime and the machine vends a package of cigarettes. This makes a hit with John Q. Public, because he always gets value received for his money.

It also makes a hit with the operator because the "Optional" feature makes this machine acceptable in almost any territory. It gains the good will of the local authorities, when they see that the purchaser can't lose. This makes the "Optional" an ideal machine to use in opening up territories.

This latest CIGA-ROLA is available in two models, the XVVO for

15c brands and the XIIIO for the lower-priced brands of cigarettes. In the latter model the player can deposit a dime and penny for outright purchase. Or he can deposit a penny for play, and if no cigarettes are vended, he can still deposit a dime to get a package of the lower-priced cigarettes.

Like all CIGA-ROLAS, the "Optional" models are equipped with the improved Slug Rejector Coin Chute. O. D. Jennings and Company claim that the machine can be profitably operated in practically all territories and look for it to be one of the most popular machines they have ever introduced.

"BUY-THE-BOARD" IDEA CLICKS WITH PLAYERS

The new "buy-the-board" feature, introduced in Bally Mfg. Company's Sport King multiple payout game, is proving popular with one-shot fans, according to George Jenkins, Bally sales manager.

"Actually," Jenkins explained, "the 'buy-the-board' idea was not our idea, but the players'. The new feature simply provides a visible record of coins played—a record which re-sets to zero whenever a winning game is scored. When the record climbs to 40, without a re-

set, all 7 selections are guaranteed and every one of the 28 pockets is a sure winner. We designed the feature as a kind of futurity consolation to insure 'stick-with-it' repeat play. But the public had other notions about the feature. So we see players pumping one coin after another into the chute—without shooting the ball—just to push the coin indicator up to 40.

Theoretically there is no limit to the number of coins which may be played at one time on Sport King. Because, after the player has 'bought' the board, he can deposit additional coins for better odds, and the selection lights remain 'frozen' at all seven. So far the biggest plunge I've heard about was 25 coins at a crack. The coin-indicator stood at 17, the player put in 23 coins to get the 40 and, then, 2 additional coins to change odds.

"For free play multiple operators, the 'buy-the-board' feature is offered in our new Sport Special, which has all the features of Sport King, excepting the latter's \$45 top reserve, and may be operated with 1 or 5 balls. Sales so far on both the Sport King payout and the Sport Special free-play indicate an unusually big run ahead of us."

Despondent patient: "Here I am in the prime of life with a chronic illness. Think of it, doctor! What could be worse than diabetes at 35?"

Doctor (with his mind on the ticker tape): "H'm. How about Cities Service at 5¼?"

WURLITZER APPOINTS REESE ASSISTANT GENERAL SALES MANAGER



Wurlitzer General Sales Manager, Mike Hammergren, greets his new Assistant General Sales Manager, Spence Reese.

Mr. Mike Hammergren, General Sales Manager of the North Tona-wandah Division of the Rudolph Wurlitzer Company announces the appointment of Mr. Spence Reese as Assistant General Sales Manager of the same Division.

Prior to joining the Rudolph Wurlitzer Company, Spence was West Coast Division Manager for the Stewart-Warner Corporation. Dur-

ing the past fifteen years his efforts have been concentrated in sales direction and field distribution activities.

Mr. Hammergren advises that Spence Reese, because of his personality, knowledge of distribution problems and executive ability, will prove of great value to the Wurlitzer organization in the co-ordination of factory efforts with Distributors and Music Merchants.

VOCALION-VARSITY AND COLUMBIA DISCS

Music ops will find "WITH THE WIND AND THE RAIN IN YOUR HAIR" fox trotted out by Kay Kyser and ork, with precious little Ginny Simms, doing the vocal chorus, a sure and steady money-getter. Of course you've been using it, but don't hurry about taking it off. It's Columbia 35350.

* * *

For a fair nickel producer ops will find Varsity No. 5094 a pleasing number. It is THERE'S A CABIN IN THE PINES, and is put over this time by Bill's Texas Dance Boys. It has singing that's good.

* * *

You might stick around with Bob Wills and his Texas Playboys on their cutting of "SOPHISTICATED HULA." It is a hot string band number and the boys do it up swell. It's Vocalion No. 05333.

* * *

For those race spots grab Varsity 8184, "JOE TURNER BLUES." Happy Felton whips this number across in his old reliable style and he does the vocal in his usual and pleasing manner.

* * *

Here's a platter that you should use if you are not already doing so. It is Vocalion 5343. George Hall and his Ork fox trot the number through the pickup like nobody's business and when pretty Dolly Dawn grabs

the vocal chorus she simply holds you tight. Doggone that Dolly can sing.

* * *

A fair biscuit is needed by Roy Newman and his Boys. Vocalion No. 05320 and titled "BLUES, WHY DON'T YOU LET ME ALONE?" It's a string band with Earl Brown snapping lively through the vocal chorus.

•

You are indeed a happy spouse if you can honestly say you have never done anything to furnish grounds for divorce.

•

This creature man, who in his own selfish affairs is a coward to the backbone, will fight for an idea like a hero.

EASTERN OPERATORS HAIL TRIUMPH

New York.—John A. Fitzgibbons, eastern regional distributor for Bally Manufacturing Company, reported today, "We are preparing for one of the biggest showings in our history when the most sensational free play game the industry has ever seen, Bally's Triumph, arrives at our offices. New York operators are very enthusiastic over Triumph due to the tremendous amount of interest in this game since its first showing at the convention in Chicago. Operators who were at the January Show have been calling us regularly to see the game."

Fitzgibbons stated, "This is the one and only game of 1940 that has created such a tremendous amount of attention from the operators everywhere in the east. They see in the sensational 'buy-back' feature an opportunity to repeat the spectacular earnings of Bally Reserve. The action on Triumph is the most fascinating the industry has ever seen. The scoring arrangement is so different, so full of suspense and money-making power, that Triumph is certain to be the leading game of every location on the entire eastern seaboard from the moment the first machines are placed on location."

Necessity is the plea for every infringement of human freedom. It is the argument of tyrants; it is the creed of slaves.

Phonograph Operators

The 1939 VELVETONE
2000-Play Needle

Is Now the Peer of Them
All.

IT'S DIFFERENT

L. E. TURNER

1228 Park Row Bldg.
NEW YORK, N. Y.

W. H. NEWELL, Owner

JIMMIE TEMPLE, Mgr.

FORTEX SALES COMPANY

282 West 13th Street, Phone 2-5422 FORT WORTH, TEXAS

Jobbers and Distributors of all kinds of Punch Boards

We do not operate any punch boards and nobody has authority to use our name or operate under it.

OPERATORS—When in need of anything in our line come see us or write, wire or phone your orders.

Always the best in Punch Boards.

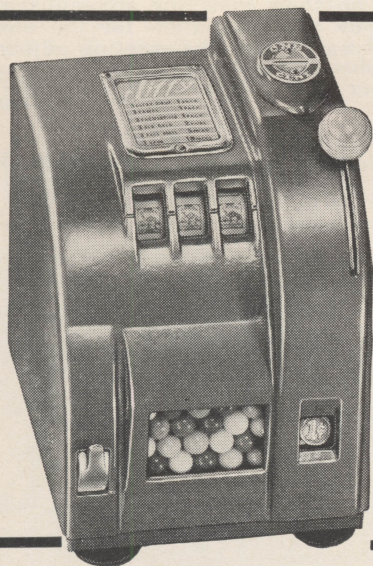
TRIPLE YOUR PROFITS!

WITH HEADS OR TAILS

The first counter game in history where the player is actually an integral part of the game itself! The first really different and original play-action idea in 50 years! Coin symbol strips take precedence over all others! Absolutely slug-proof because the coin used by the player is part of the game! Chock-full of animation, thrills, suspense, fascination! Positive 1-2-3 stop reels, absolutely silent, center reel shows odds! Speediest moneymaker in all history! Actually doubles and triples profits! That's why "Heads or Tails" features an extra large cash box. Rush your order to your distributor quick!

\$19⁷⁵

F.O.B. Chicago

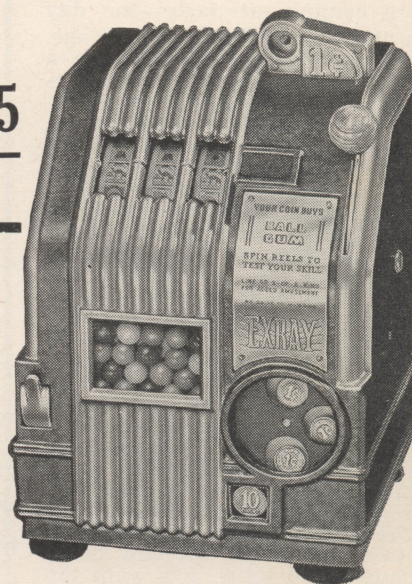


WITH JIFFY

Not a toy—a real machine! A NEW counter game as only DaVal can build it! Beautiful, modern design! Attractive, perfect miniature size! New, silent mechanism! Extra large ball gum vendor and display—AND—extra large cash box cuts down service calls! Cigarette or fruit strips! Interchangeable penny-nickel or 4-way play. A honey for the money! Worth 3 times its price—earns 10 times its cost in short time! Rush your order to your distributor quick!

\$19⁷⁵

F.O.B. Chicago



AND EX-RAY TOKEN PAYOUT

Ten reasons why "Ex-Ray" is being acclaimed "America's finest token payout counter game"! 1—Complete separation between cash box and mechanism, prevents coins from clogging or jamming working parts. 2—Larger cash box capacity. 3—Large ball gum vendor and display. 4—Only counter game with 3 coin escalator, shows last three coins played. 5—Interchangeable in a second to visible captive tokens. 6—1c or 5c play. 7—Cigarette or beer strips. 8—Silent, positive 1-2-3 stop reels. 9—Solid as a 5 ton truck, it's a DaVal counter game. 10—Smooth as a fine jeweled watch. Rush your order to your distributor quick!

\$34⁵⁰

F.O.B. Chicago



Featured and Endorsed by Every Progressive Distributor in the Great Southwest!

THE DAVAL CO., Inc. 2043 Carroll Ave. CHICAGO



Arthur Flake, Flake Distributing, Dallas, Texas, does the start of a punchy step known as "The Castile" in Mills Music Hall to Empress phonograph rhythm.

THIRD ANNUAL BANQUET

The C.M.A. of N.J. had the most successful banquet in its history at the Hotel Douglas on February 10, 1940. During the past two years banquets were held on a much smaller scale, therefore, everything else was proportionately smaller. The third annual banquet seems to have been a coming-out party—the day when this association came of age. The entire evening was done on a lavish scale. Among the people represented were complete tables reserved by cigarette manufacturers, vending machine manufacturers, match companies, other C.M.A.s and members. If the attendance had been any larger, we would have had great difficulty in seating people since it was necessary to put up several tables at the last minute. The crowd seemed to be molded together for the purpose of having a really big night. The show was made up of Stuart & Martin, masters of ceremonies and comedians, Sylvia Froos whose singing had everyone on his toes, Troy & Lynn, a dance team, Paul Le Paul, a card manipulator whose nimble fingers plucked cards out of the air until the room seemed filled with them and Billy Wells and the Four Fays in a novelty and tumbling act which brought down the house. All these acts were top flight numbers from New York's largest theaters. Dinner, drinks and dancing were carried on in the same scale as the rest of the evening. It was necessary at the last moment to keep the orchestra for an extra hour so that dancing continued until 3 a.m. We hope that everyone including the non-members who attended were impressed favorably with the manner in which the C.M.A. cooperated to produce the most enjoyable evening of the year.

STRONG DISTRIBUTOR SET-UP FOR GROETCHEN IMP IN TEXAS

To handle the tremendous volume business on their IMP Gum Venders, Groetchen Tool Co. has found it necessary to appoint three distributors for the State of Texas alone.

Sales in Northern Texas are handled very ably by Earl Reynolds Distributing Company in Dallas, Texas. Earl is well beloved by hundreds of operators throughout the state, and he is keen over the way his friends and customers have responded to IMP Gum Venders.

The "case-lot idea" of packing six Imps in a carton greatly appeals to our customers, says Earl. It makes a handy quantity for the average operator to purchase at one time, and we find that most customers even double up on cases, so popular is Imp everywhere.

In Houston, Texas Coin Machine Sales Co., under the able leadership of Mr. Shannon, is doing a record business on Imps. Daily telegrams between Shannon and the Groetchen factory keep Imps rolling out of Chicago in large daily shipments to satisfy his customers' demands.

C. M. McDaniels of the Southwestern Amusement Co. in San Antonio, Texas, likes Imps with coin meters, because they are particularly useful to his customers, who are experiencing large cash incomes from their Imps. No matter how large you would make the cash box

on Imp, says McDaniels, it would still be too small for those earnings we get in our part of the state. So we get ours with meters, and I'll tell you it is a real pleasure to take "meter readings" on Imps.

COIN MACHINE INDUSTRIES ELECTS OFFICERS

Officers and directors elected at the annual meeting of Coin Machine Industries, Inc., March 5, 1940, for the ensuing year:

David Gottlieb, president.
R. W. Hood, vice-president.
George Moloney, treasurer.
Richard Groetchen.
Walter A. Tratsch.
David C. Rockola.
A. E. Gebert.

Other than the election of officers and directors the business of the annual meeting was routine. Annual reports required by the by-laws of the officers and committee chairmen were rendered. After the newly elected directors met to elect the officers, the newly elected officials made brief but to the point remarks on their aims for accomplishments by the association for the ensuing year. Then the meeting adjourned.

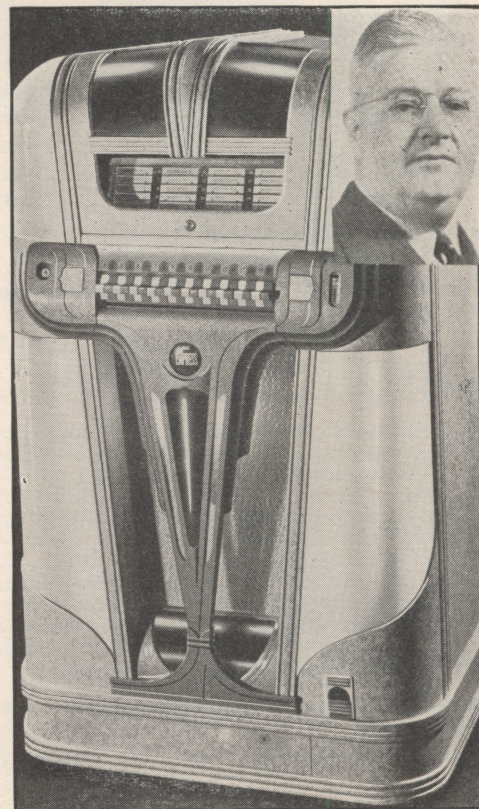
JAS. A. GILMORE,
Secretary-Manager.

Please mention the Automatic World to our advertisers.

MILLS' EMPRESS PHONOGRAPH

Superior in tone quality
— beauty — mechanism
— operation and
PRICE. Surpasses all
other music machines.
Truly the leader for
1940.

We can't tell you all
the outstanding features of this marvelous
phonograph by phone,
wire or letter. Come in
and see for yourself.



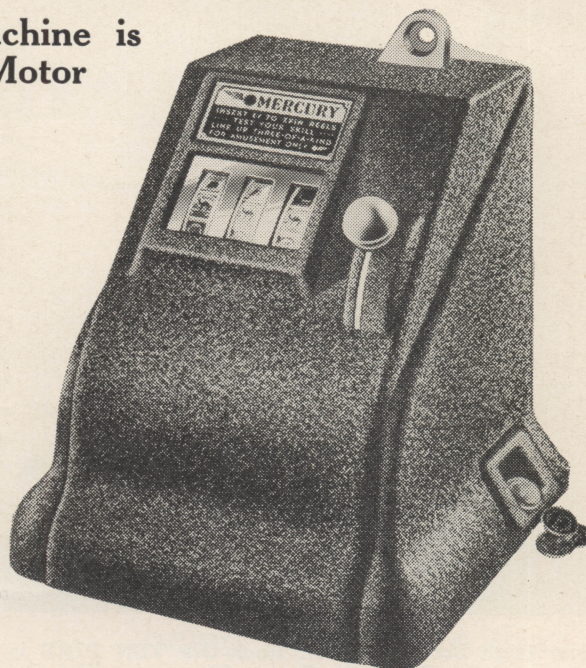
ARTHUR FLAKE DISTRIBUTING CO.
3230 McKinney Avenue DALLAS, TEXAS

Modern Motorized Mercury

The World's Greatest Counter Machine is
Equipped with the New Clock Motor

Remember when counter games were subject to the weather? Running sluggishly in cold weather, speeding like a demon on a warm day? That's all done with—a thing of the past. Clock Motors give Mercury a constant speed at any temperature. Reels click into place with precision 1-2-3 and out pops a token on a winner. It costs us thousands of dollars to develop this clock—it's a honey—and our patent attorney has seen to it that nobody else will copy it . . . so if you want the best token payout counter game—there is only one: Groetchen's MERCURY—all others are made obsolete by this Clock Motor. Price: only \$1.25 additional over the price you have been accustomed to pay.

Have you seen that new Hammerloid Enamel finish? So smooth you can wipe it clean in a minute. No wonder each Mercury sparkles on the counter; it has that come-hither look which makes people walk up with a roll of pennies, and just push that little ball lever down and down again. Try a sample of "motorized" Mercury—send order today—attach a Postal Money Order for \$5.00 deposit and within a few days you will unpack one of the neatest counter machines you ever laid eyes on—truly a mechanical marvel.



Straight Penny or Nickel Play

Groetchen Tool Co., 120-122 N. Union St., Chicago, Illinois

Most Complete Line of Cigarette Games Offered by Groetchen

Introduction of our IMP cigarette Reel Gum Vender last month completed the last link, to make our line of Cigarette Games the most extensive in the industry, states Karl Klein, of the Groetchen Tool Co.

Lowest priced and smallest in size is IMP Gum Vender, enabling every operator to cover even his humblest locations with a sparkling new game, which is sure to draw attention.

Next is Zephyr Gum Vender, available in Cigarette or Fruit Reels. Proven dependable through 3 years of actual location play, Zephyr continues to be a favorite with operators.

Mercury Token Payout Game is the leader in the Field of Token Payout Games, which give the operator a positive check on any payouts claimed by his location.

SPARKS GUM VENDER, with Automatic Token Payout fills the need for a Token Payout Game with Gum Vender; has proven very helpful in opening difficult territory.

COLUMBIA GOLDWARD BELL, with concealed Rearpayout is a DELUXE Bell, fulfilling all the requirements for maximum player appeal, and utmost discretion for operation in restricted territory. It is the largest selling bell machine in the field, its earnings are unsurpassed for size and consistency.

SUGAR KING CONSOLE marks Groetchen's entry in the Console field, it has met with instantaneous player response, and its high earnings have sold operators on the idea of this brand new Console, which contains a reliable Columbia mechanism, together with electric Lightup features. Sugar King should be investigated by every operator desiring the finest equipment which money can buy.

The measure of a politician is the number of people who delight in pointing out his past mistakes.

No one ever achieved greatness without having several people to to run interference for him.

Romance is more than often like a bee . . . it produces honey but also carries a sting.

1941 COIN MACHINE SHOW

Coin Machine Industries, Inc., has arranged with Hotel Sherman as follows: They are to reserve the week of January 12, 1941, for the Coin Machine Convention and Show and give us an option on the week of January 19, 1941.

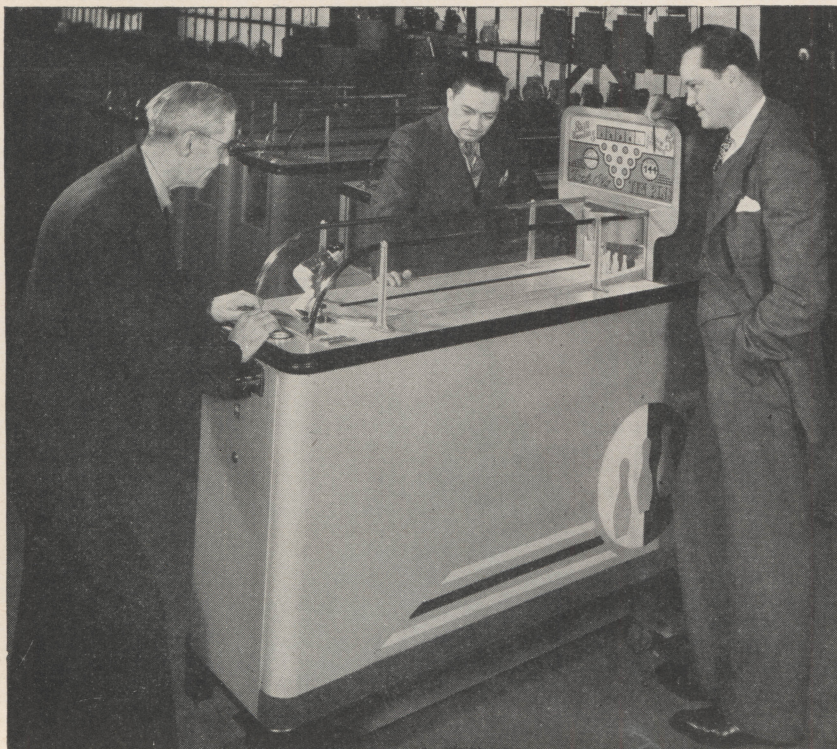
Meanwhile the Chicago hotels are to endeavor to persuade the Canners' Convention to postpone their convention to the week of January 26. If they succeed in this it will leave Hotel Sherman free to house the Coin Machine Convention and Show exclusively, in which case our convention and show will be held the week of January 19, 1941, instead.

As soon as the decision of the Canners' Association can be obtained, C. M. I. will make the definite announcement of dates so that operators, distributors, jobbers and manufacturers can make their arrangements accordingly.

SEND YOUR AD

COPY NOW FOR

APRIL ISSUE



"New High Score Unit on Rock-Ola T.E.N. P.I.N.S. is tops," says C. W. Risberg, right, Rock-Ola Games Manager. Wm. Anderson of National Coin Machine Exchange in Chicago is shown getting 144 Score out of a possible 150 in five frames of play. F. Q. Doyle, Rock-Ola District Manager, looks on approvingly. That's what the operators want. Bigger scores mean more fun and immediate profits for operator and locations who have T.E.N. P.I.N.S."

INTER-STATE CIGARETTE MERCHANDISERS ASSOCIATION

There will be a meeting of the Inter-State Cigarette Merchandisers Association held on the afternoon of Sunday, March 10, at the Hotel Pennsylvania, New York City. This association is made up of Cigarette Merchandisers Associations from Pennsylvania, New Jersey, New York, Connecticut and Massachusetts. This meeting will follow the Fourth Annual Banquet of the Cigarette Merchandisers Association of New York which will be held at the same hotel on the evening of March 9. All manufacturers of cigarette vending machines have been invited to participate in this meeting; this is the first time that the Inter-State C.M.A. has attempted to hold a meeting of this type. All manufacturers, or their representatives are expected and a great number of C.M.A. members who are regularly appointed delegates will probably attend.

At the last meeting of the Inter-State C.M.A. which was held at the Hotel Douglas in Newark, N. J., on the afternoon of February 11, 1940, following the third annual banquet of the New Jersey C.M.A. at that hotel, the officers for the year 1940 were elected. Mr. John Sharenow of the New Jersey C.M.A. was elected president; Mr. William King of the C.M.A. of Pennsylvania, vice-president; Mr. Edward Beresth of the C.M.A. of Connecticut, treasurer; Mr. Robert K. Hawthorne of the

New York C.M.A., secretary. Chairman of the board of directors was Mr. Anthony J. Masone, former president of the Inter-State C.M.A., Mr. E. J. Dingley, president of the C.M.A. of Pennsylvania, and Mr. Alfred Sharenow, of the New England C.M.A., were also elected as members of the board of directors. James V. Cherry, executive secretary of the New Jersey C.M.A., was elected recorder, succeeding himself in a position which he filled temporarily for the last half of 1939.

ROBBINS ORDERS 500 TOTALIZERS

D. Robbins & Co., Brooklyn, N. Y., have received so many orders for Totalizer, the new 1c counter skill game, that they have placed another order with the factory for 500 additional machines. They therefore state that they are now in a position to make prompt delivery of this fascinating, low priced counter game. Reports from operators indicate that Totalizer is a splendid money maker on location. Totalizer is equipped with a mechanical score adding device that adds the total score of all balls skillfully shot into the aluminum baskets. This machine is welcome in all locations as it is a genuine skill game. It can be operated with or without awards.

OPERATORS HAIL CALCUTT POLICY

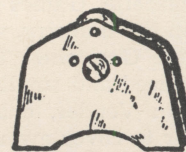
Fayetteville, N. C.—Joe Calcutt, head of the Vending Machine Co., who is conducting a "Clear-the-Decks-for-Triumph" campaign, expressed enthusiastic satisfaction today at operators' acceptance of his policy.

"As a distributor," Calcutt stated, "I'm vitally interested in boosting operators' purchasing power; the more purchasing power they have to expand their operations, the more machines I sell. And I'm convinced from my check-ups on Bally's Triumph that this 'buy-back' game will in the next six or eight weeks build up the biggest fund of purchasing power operators have possessed in years. Of course, only a comparatively small part of this will be re-invested in equipment. In fact, I'd almost be willing to say that Bally's Triumph will have a perceptible influence on national prosperity this spring and summer, as a result of the new cars, new homes, new radios, etc., operators will buy out of Triumph earnings.

"So with an eye to future purchasing power, I'm doing everything I can to induce operators with live spots to send their present equipment to the 'sticks' and put Triumph in every worthwhile spot on their routes. Operators who investigate will be highly satisfied with the trade-in deals allowed on Triumph purchases. Also, operators will find that Calcutt, as usual is in a position to give them quickest delivery—for the simple reason that we have carloads either enroute or at Fayetteville at all times. Triumph is the biggest thing that has hit the industry since Bally Reserve and will probably surpass the latter. So my tip to operators is, 'Clear the decks for Triumph!'"

Please mention the Automatic World to our advertisers.

ROLLER BEARING



Percentage Regulators

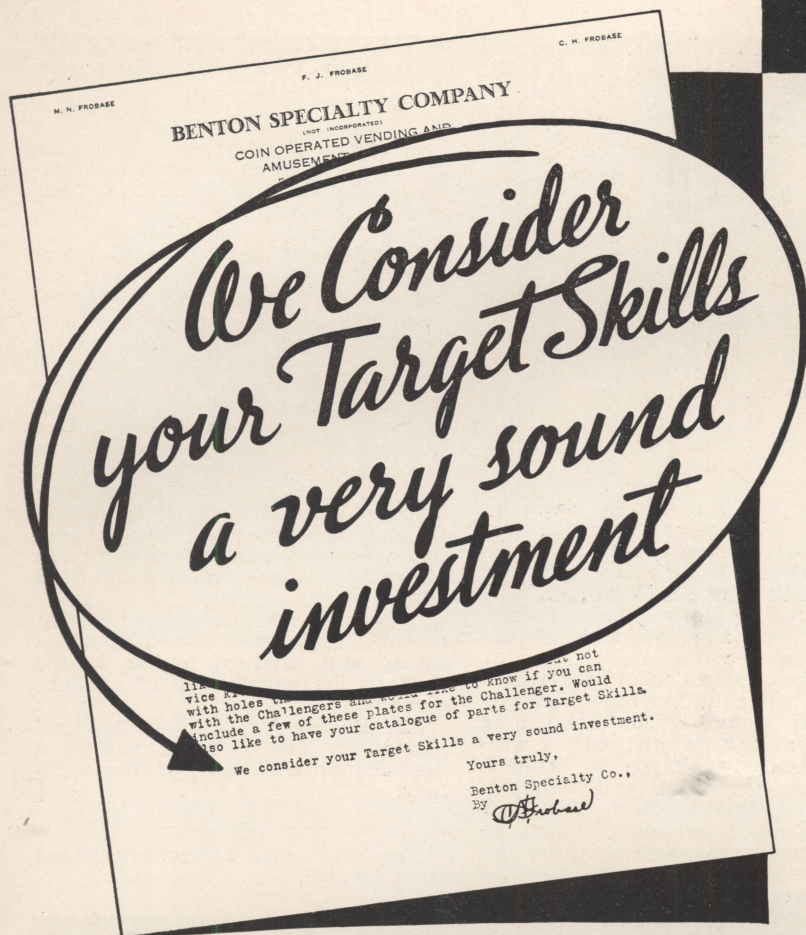
Made of case hardened steel with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.

When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

PRICE

50c Each; \$5.00 per Dozen
\$32.50 per Hundred

M. T. DANIELS
1027 University Avenue
WICHITA, KANSAS

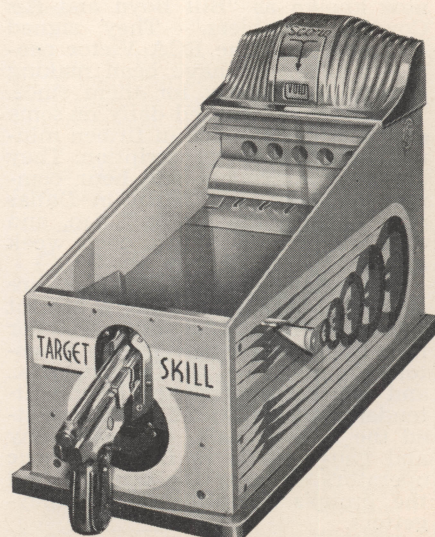
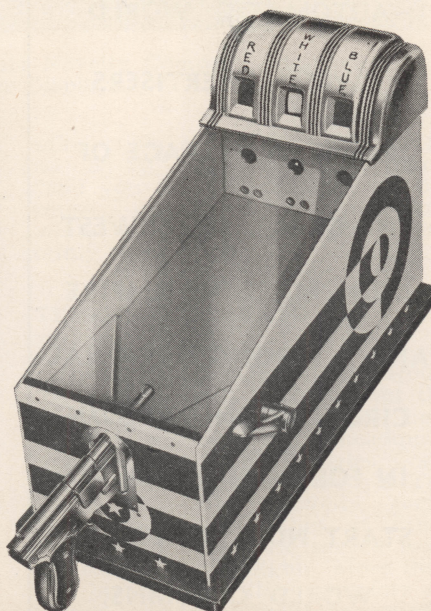
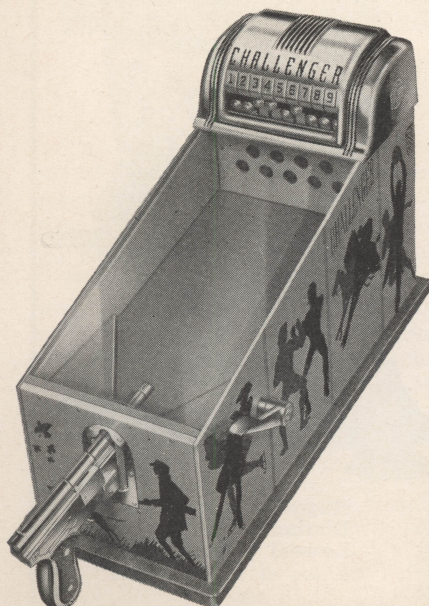


*I*t really does not matter what particular type of target you choose . . . Challenger Model F . . . Red, White & Blue . . . or Big Game Hunter . . . you know before placing them in your location that they are going to do more than any other penny amusement ma-

achine you have ever operated . . . legal . . . trouble free . . . consistent . . . an investment that you, too, will consider very sound.

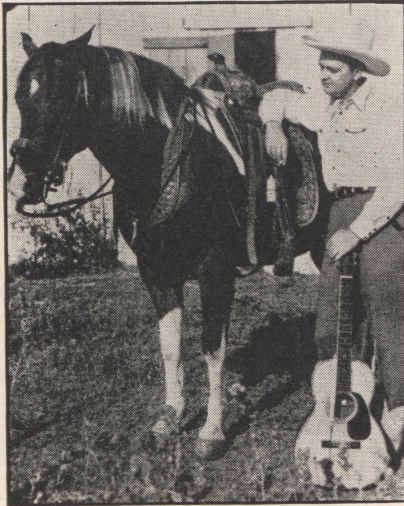
WRITE FOR ILLUSTRATED CATALOG AND NAME OF YOUR NEAREST DISTRIBUTOR

A. B. T. Manufacturing Corp.
 715-723 No. Kedzie Av., Chicago, Ill.



BILL BOYD AND HIS COWBOY RAMBLERS

Bill Boyd and his Cowboy Ramblers have just finished cutting 12 new numbers for Victor Bluebird. These numbers will be released shortly. Among them you will find "Drink the Beer Barrel Dry," "I'll Take You Back Again," "I Wish You Knew the Way I Feel Tonight," "You'd Better Stop That Cattin'



Bill Boyd and Timmie

Around," and other numbers that will get the nickels.

Bill Boyd swung his guitar across his back and strolled into Greenville, Texas, back in 1929, and promptly went on a radio station called KFPM. Later he sought higher things in radio by going to Dallas for an audition on one of the large stations. He smacked right across stronger than a Joe Louis wallop and a sponsor said "Let's go!" Not for a big lot of dough but a swell start. So, Bill, by doing other work on the side he said good morning to ham and eggs.

In 1933 he organized the group now known as "Bill Boyd and His Cowboy Ramblers." They signed contracts with the RCA Victor people in 1935 and have been making records exclusively for them since. The group is featured daily on some of the larger stations in fifteen minute programs by transcription. They are also working a one hour commercial show over WRR in Dallas and they hit the air at 7 a.m. and dash along until 8 a.m. each week day.

Bill and his pony TIMMIE are great pals and they make a big hit wherever they go. Last October they appeared at the Greater Houston County Fair at Dothan, Ala., and appeared before the largest attendance in history of the fair, stated the fair officials. Bill, his pony and gang, reside in Dallas. Music operators all over the country find the group's recordings top money-getters.

Nothing is impossible to the man who can **will** and then **do**; this is the only law of success.

LARGEST DISTRIBUTOR PICKS A WINNER

New York.—When big things like this happen, it's really news," said Nat Cohn, executive of Modern Vending Company, subsidiary of Modern Automatic Music Sales Co., of New York, New Jersey, Connecticut and Florida. "Our company has selected Gottlieb's Skee-Ball-Ette as the outstanding winner among legal coin machines, and last week we concluded arrangements with the factory to become exclusive distributors in our territory."

Modern Vending, without a doubt the world's largest distributors, have made many records in the coin machine business in the past. Some years ago, they created a sensation when they sold 12,000 Jig Saws for Rock-Ola Mfg. Corp., a record that could not be equalled. Again records were shattered when they sold 15,000 Skee-Balls for Wurlitzer. With Skee-Ball-Ette, they expect to create another sensation and set entirely new records.

"It's the greatest legal amusement game in all coin machine history," said Nat Cohn. "Ops have long been clamoring for just such a winner, and we are happy to bring it to them. As exclusive distributors in the four states of New York, New Jersey, Connecticut and Florida, we have placed the largest order on record, which makes it possible for us to promise immediate delivery to our entire territory. Arrangements have been made with the factory for delivery on a scale never before attempted with coin machines. In addition, of course, ops will get Modern's unequalled service, so that their complete satisfaction is absolutely assured."

When a woman's in a hurry, the best thing to do is to get out of her way.

**AUTOMATIC WORLD
GIVES ADVERTISERS
A 100% COVERAGE OF
THE GREAT SOUTHWEST
COIN MACHINE EMPIRE
AND A STRONG NATIONAL
CIRCULATION THROWN
IN FOR GOOD MEASURE.
START NOW USING THE
WORLD COLUMNS.**

WURLITZER APPOINTS BARBEE --INDIANA, KENTUCKY DISTRICT MANAGER

Mike Hammergren, Wurlitzer General Sales Manager, has announced the appointment of Fred Barbee as Wurlitzer District Manager for Indiana and Kentucky.

Mr. Barbee's background and experience in merchandising and selling is both varied and extensive, having held high executive positions in these departments with several nationally known concerns. Officials of the Rudolph Wurlitzer Co. report that Barbee's appointment has been greeted by Wurlitzer Distributors throughout Kentucky and Indiana with considerable satisfaction.

Fred, as he is known to his hundreds of close friends, is according to Mike Hammergren, "An executive who has made a real name for himself for smart thinking and hard work."

"There is no question but what he will strengthen our managerial set-up and produce results in the field to the satisfaction of all concerned."

Mr. Barbee has already assumed his duties and is now making a "get-acquainted" tour of his territory.

The only way to have a friend is to be one.

KING Jr. 3.95
(Send for Circular)

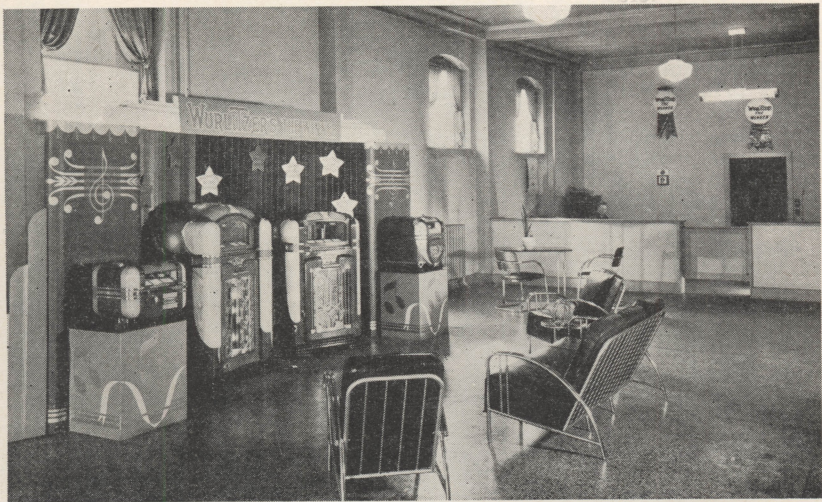
"Silver Kings"



Rugged simplicity—
Distinctive design—
Lowest prices—

On sale at leading jobbers
or

Automatic Games
2425 Fullerton Ave., Chicago



Spacious quarters of Interstate Novelty Company featuring Wurlitzer Displays.

GOTTLIEB AGAIN HEADS CMI

Chicago.—Coin Machine Industries, Inc., will again be headed the coming year by Dave Gottlieb, head of D. Gottlieb & Co., who was re-elected although he had already indicated that he did not wish to continue as president. The election of officers and directors took place Tuesday (5) at the Hotel Sherman here.

Elected to serve with Gottlieb were Dick Hood, of H. C. Evans & Co., as vice-president; Richard Groetchen, of the Groetchen Tool Co., secretary, and George Moloney, of Bally Mfg. Co., treasurer.

In accordance with the by-laws of the organization, the members first elected the new directors for 1940, then the directors elected the officers. The by-laws call for seven directors and the following were elected: Walter Tratsch, A. B. T. Mfg. Co.; A. E. Gebhardt, Advance Machine Co.; Dick Hood, H. C. Evans & Co.; David C. Rockola, Rock-Ola Mfg. Corp.; George Moloney, Bally Mfg. Co., and Dave Gottlieb, D. Gottlieb & Co.

The directors then proceeded to select officers to conduct the association for the ensuing year and also manage the 1941 convention. Selection of a president was an important task. Gottlieb, president since the organization was formed, had his farewell speech all ready. The job of being president of the national organization is a thankless job, and so there were no seekers. David C. Rockola, who has worked untiringly for the unity of the industry, emphatically declined the office. So Gottlieb agreed to hold office for another year. He has given conscientious and unstinted service during the trying first year of the organization.

Gottlieb called upon James A. Gilmore, secretary-manager of the CMI, for a report on the accomplishments of the association since its formation. Gilmore called attention to various accomplishments, such as the merger of the two associations into CMI, the Harmony Party which united the industry, the largest coin machine show in the history of the industry, the hiring of a press relations firm resulting in fine publicity for the industry, and the present spirit of co-operation, which abides within the industry. Gilmore declared that the recent 1940 Coin Machine Show was the biggest ever held, with 118 exhibitors occupying 188 booths. He also reported that at the time of the formation of CMI there were 10 regular members and 45 associated members. There are now, he said, 25 regular members and 65 associate members.

President Gottlieb added to Gilmore's remarks, saying: "We didn't promise much when we took over CMI, but it looks as though we did a pretty good job." He ended his comment by complimenting Gilmore on the handling of association matters and the coin machine show.

A. E. Gebert at that time offered

a resolution commending and approving actions of officers and directors during the past year. The resolution was unanimously approved.

Big news of the evening was the financial standing of the association. Gottlieb smilingly announced that the association is now the proprietor of a bank balance of \$8,000. Before the 1940 show, it was revealed, the association had been in the red and had paid off the debts with advance payments for the coin machine show. Gottlieb estimated that the bank balance would approximate \$16,000, were it not for previous indebtedness.

Before adjournment of the meeting, each newly elected officer made a short speech of acceptance. Gottlieb again "promised little" but was sure that everything would be "colossal." Other officers concurred with him.

OP USES UNIQUE BUSINESS CARD

An unusual and effective business card used by H. Zorinsky, head of the H. Z. Vending and Sales, Inc., distributors of amusement and merchandise vending machines, Omaha, Neb., is printed on the face of a playing card.

The exact size of an ordinary playing card, made of playing card material and having a playing card design on the back, this unusual business card immediately attracts the eye, creates comment and is more likely to be kept than is the ordinary type of business card. Mr. Zorinsky considers the card extremely valuable just because of its unusual appearance. However, in his case, it serves a dual purpose. Since his company distributes playing

cards as well as amusement and merchandise machines, his business card serves an important purpose in advertising the playing card line. Printed at the top of the business card surface is a statement that this is a sample of one of the company's featured playing cards. Another bit of copy relative to the playing card line is used along the bottom margin of the card.

"Now, children, we have heard all about the duties of the senators and congressmen. Johnny, can you tell us the duties of the chaplain?"

"Please, teacher, the chaplain looks the senators all over and then prays for the country."

"Did I hear you say, conductor, that the locomotive was at the rear of the train?"

"Yes, ma'am. We've got a locomotive at each end. It takes an extra one to push up the mountain."

"Dear, dear, what shall I do? I'm always sick if I ride with my back to the locomotive."

Being told to write an essay on the mule, a small boy turned in to his teacher the following effort:

"The mowl is a hardier bird than a guse or turkie. It has two legs to walk with, two more to kick with, and wears its wings on the side of its head. It is stubbornly backward about coming forward."

Carl Niesen: "Don't waste none of your gas, doctor. Just yank it out, even if it does hurt."

Dr. Pullem: "You are plucky. Let me see the tooth."

Carl Niesen: "Oh, 'tain't me that's got the toothache; it's my wife. She'll be here directly."

Teacher: "Tommy, what is one-half of one-tenth?"

Small boy: "I don't know exactly, teacher, but it can't be very much."



This attentive group at the Riddell Company Grand Opening and Showing of 1940 Rock-Ola phonographs are listening to the new Rock-Ola life-like tone. Left to right: Mr. Mhor, Arch C. Riddell, Jr., Arch C. Riddell, new Rock-Ola distributor, and son Bob Riddell examining the Tone Resonator, Phil Harris, well-known band leader, Rock-Ola Leadership Girl, George Murdock, Rock-Ola District Manager in background, Sam Ricklin, Los Angeles operator and T. W. Hall.



Unsurpassed For Beauty
WURLITZER'S THE WINNER



Moderniz **BEAUTIFUL**

**PUT A NEWER MODEL IN
EVERY OTHER LOCATION**



● Everywhere Music Merchants have acclaimed the 1940 Wurlitzers the most beautiful phonographs ever built! They have recognized the greater earning power in these feature-packed models. They are turning in their older Wurlitzers toward 1940 Models—placing these super-entertainers in their best locations—moving their more recent models right down the line—giving every location a more modern phonograph.

And everywhere the result is the same. A substantial increase in **NET PROFITS** from the entire operation!

Increase your profits. Apply Wurlitzer Modernization to your operation now—starting with Wurlitzer's sensational new Models. Watch them pay you the greatest profits in your history.

Your **BEST** Locations with
NEW WURLITZER PHONOGRAPHS



MODEL 800

MOVING MULTI-COLORED ILLUMINATION IS STANDARD IN PILASTERS
OF THE 800, WITH DANCING BUBBLE ILLUMINATION IN THE GRILLE

ONLY WURLITZER CONSOLES HAVE ALL
FEATURES . . . Glamour Lighting . . . Plus



MODEL 700

ANY COLOR ILLUMINATION OR BLENDING OF COLORS CAN BE OBTAINED
IN THE PILASTERS OF THE MODEL 700 BY INSERTING COLORED BULBS

THE BIG MONEY MAKING

Visible Record Changers

and 24 Records



● 1940 Wurlitzers bring you the three greatest contributions to play appeal and earning power ever introduced on any automatic phonographs! The eye-stopping, play-stimulating beauty of Glamour Lighting. The crowd-pulling, play-multiplying magnet of Visible Record Changers. The coin-drawing power of 24 records enabling you to please the musical taste of every patron. All are features that have proved their ability to attract a steady flow of nickels, dimes and quarters —yet—only Wurlitzer gives them to you. Why invest your money in instruments that do not give you any of these big money making features? Modernize your operation with phonographs that are modern in themselves—and that means Wurlitzers!

Brilliant

NEW COUNTER MODELS BRING

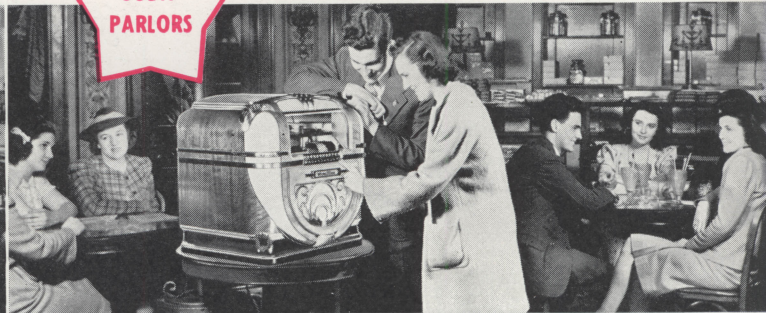
*Cigar stores, General stores, Beauty Parlors,
Lodge Rooms, Bus Terminals.*

*Ice Cream and Candy Stores, Airports,
Hotels, Country Clubs, Billiard Parlors.*

**DRUG
STORES**



**SODA
PARLORS**



MODEL 41 - THE SMALLEST COMPLETE AUTOMATIC PHONOGRAPH EVER BUILT

A big phonograph in everything but size, this brilliant beauty offers a great array of money making features. Glamour Lighting. Cabinet finished four sides. Visible Record Changer. Wide Range Adjustable Tone. Hi-Speed Service Set-Up.

It plays 12 records! Weighs so little that one man can carry it right into a location—either to be left permanently or to test the location's earning power for possible installation of a larger Wurlitzer later on. Costs little to buy, pays a profit from the start.

BOTH ARE COMPLETE PHONOGRAPHS WITH BUILT-IN SPEAKERS

BIGGER OPPORTUNITIES • TO MUSIC MERCHANTS

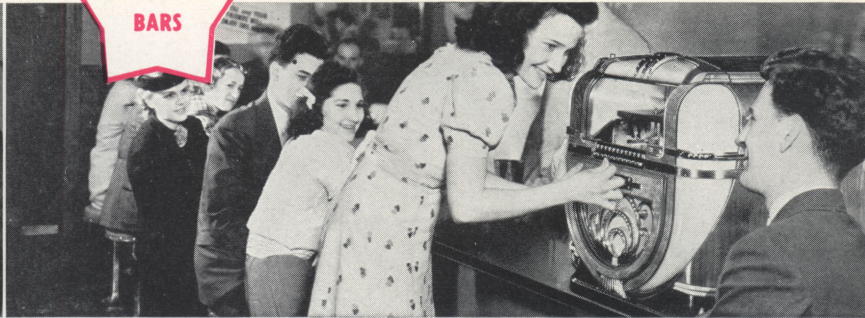
Diners, Roadside Stands, Counter-type Restaurants, Chinese Restaurants.

**LUNCH
ROOMS**



Small Bars, Cocktail Lounges, Barber Shops, Tourist Camps, Filling Stations.

**MILK
BARS**



MODEL 71 - - A COUNTER MODEL PHONOGRAPH WITH CONSOLE MODEL FEATURES

A deluxe Counter Model Phonograph with Piano-type Keyboard, Moto-Drive Coin Switch, Standard Play Meter and 5—10—25 cent Magnetic Coin Equipment. Plays twelve records. Has visible record changer. Can be completely serviced from front.

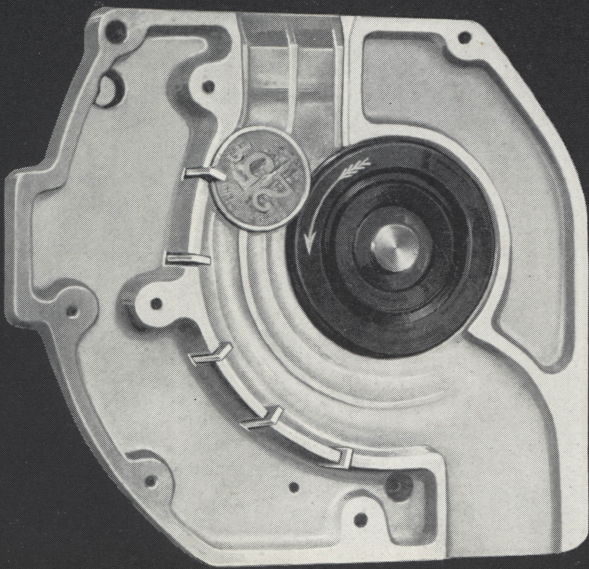
Its brilliant Glamour Lighting, magnificent tone and smart cabinet styling make it the center of all eyes—have already established it as a big money maker in small locations, or, as a second phonograph in places already having a Console Wurlitzer.

—GLAMOUR LIGHTING AND VISIBLE RECORD CHANGERS



WURLITZER PHONOGRAPHS ARE DESIGNED

*for
Trouble Free
Service*



MOTO-DRIVE COIN SWITCH Greatest single contribution to efficient coin registration ever made! Eliminates butterfly switches with their delicate adjustments. Positive, power driven foolproof and found only on Wurlitzer Automatic Phonographs.

IMPROVED SIMPLIFIED PICK-UP

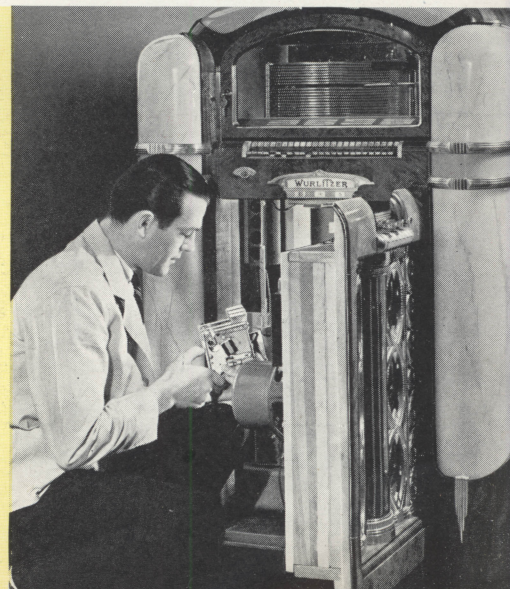
Sealed at the factory. No adjustments required by the Music Merchant. Oil damping eliminated. Improved construction assures longer record and needle life plus improved tone.

HI-SPEED SERVICE SET-UP

You change records, re-set the Play Meter, make collections, service all four 1940 Wurlitzers from the front! All parts are instantly accessible, readily removable. A sensational saving in service time and costs.

**A NAME FAMOUS IN MUSIC FOR
OVER TWO HUNDRED YEARS**

SOLD ONLY TO MUSIC MERCHANTS



WURLITZER NEWS



WURLITZER TONE TEST LABORATORIES CHECK EACH INDIVIDUAL INSTRUMENT

Pictured above are the Wurlitzer Tone Test and Final Mechanical Test Laboratories, an indoor "proving ground" for Wurlitzer's famous Wide Range Adjustable Tone.

Consisting of three rooms, each individual Wurlitzer Phonograph is brought to this laboratory as part of a final and exhaustive check-up before released for shipment.

In either of the two side rooms the instrument is tested for tone quality with carefully selected records against a rigidly maintained standard.

Here the team-work of record, pick-up, amplifier, tubes and speaker is moved to the center room for a final mechanical test on the complete operation of the entire assembly. All starting is done with actual coins to insure proper functioning of every part from the coin slide to the speaker.

Ideal working conditions are assured by triple plate glass windows that exclude all outside sound, an elaborate built-in lighting system providing ample illumination and a forced air system of ventilation. Walls, floor and ceiling are sound-proofed and no detail has been overlooked that would contribute to the accuracy of these tests.

Only when released with the full approval of this laboratory staff, are Wurlitzer Automatic Phonographs approved for shipment.

WURLITZER WORKS TO CAPACITY

Hard put to keep up with orders for 1940 Wurlitzer Phonographs, the North Tonawanda plant of the Rudolph Wurlitzer Company is roaring along in high gear.

According to M. G. Hambergren, Wurlitzer General Sales Manager, "Large shipments are being made daily to all parts of the United States. We are making every possible effort to fill orders promptly, although somewhat handicapped by growing backlog. Additional help is being added daily and no effort is being spared to get the 1940 Models in the hands of the thousands of Music Merchants who are clamoring for them."



A portion of one day's shipment of Wurlitzer Models receive final inspection before being crated and shipped.

ACME NOVELTY CO. "HAS EVERYTHING" ACCORDING TO WURLITZER OFFICIAL



1124 Hennepin Avenue, Minneapolis—Acme's modern headquarters.

Up in Minneapolis lives Ted Bush, who, according to Wurlitzer officials, knows his business. "He's a live wire himself," states this official. "He has an excellent display room and general service set-up—has surrounded himself with a smart selling organization and he distributes Wurlitzer Automatic Phonographs."

With these four essentials to success, Ted Bush and his Acme Novelty Company is definitely going places.

"And particularly," adds our informant, "since the advent of the 1940 Wurlitzer Models. Ted and his men have spread the gospel of Glamour Lighting, Hi-Speed Service Set-up, Wide Range Adjustable Tone and the advantages of Wurlitzer's Moto-Drive Coin Switch far and wide with marvelous results. A tour of the best spots in Minneapolis is just one Wurlitzer after another, thanks to Acme Novelty Company's fast stepping organization and the powerful location appeal of the 1940 Wurlitzers."

**S A M
M A Y
S A Y S :
G E T**



Western Baseball

THE TABLE THAT IS ALWAYS THE SAME IN RECEIPTS

BAKER'S DOUGHBOY

THE GREATEST FREE GAME NOVELTY TABLE EVER BUILT

BAKER'S SKY PILOT

The Gun With the Machine Gun Action and at the Price to Meet Every
Operator's Pocketbook

MILLS' PHONOGRAPHS

THE PHONOGRAPH WITH ORCHESTRA APPEAL

Get these money-makers now--don't wait--write, wire or phone me your order. Prompt delivery

SAM MAY & COMPANY

401-409 South Main St.

SAN ANTONIO, TEXAS



BALLY ALLEYS drew big crowds at the Cleveland Sportsmen's Show. The bowling games were placed by Modern Automatic Exchange, Inc.

WRITE-A-TITLE CONTEST BEGINS

Chicago.—Write-a-Title, a contest for patrons of phonographs, got under way in locations throughout the nation March 1. Operators participating in the first month's contest have placed the unnamed record on their machines, emblazoned locations with banners announcing the contest and released entry cards for use by players of the mystery record.

The contest is sponsored by the International Association of Automatic Electric Phonograph Owners, under the direction of E. C. Steffens, president of the association. The first record, under a new label, Comet, was recorded by Jack Russell and orchestra, well-known Chicago band. In order that operators might secure full use of the record, "I Have a Right to My Dreams," by the same orchestra, is recorded on the opposite side of the disk bearing the unnamed contest tune.

Sixty-two prizes amounting to \$1,000 will be distributed to patrons and location owners in the first monthly contest and a like amount in each monthly contest following. First prize is \$500. To enter the contest the patron need only hear the record, then fill out an official entry card giving his suggestion as to the title. The contest closes March 31 and awards will be announced shortly afterward. After a title has been chosen words will be written again with title and words. It is expected that with proper publicity the newly named contest record will become one of the outstanding records on automatic phonographs.

The record sponsors are furnishing at a minimum price the record, one 9x11 two-color card, three attention-demanding advertising location streamers; one title strip, 50 entry cards and one printed list of the contest winners. "An analysis of the material furnished shows that we have but one idea in mind in this contest," said Steffens. "That is to stimulate play on automatic phonographs for the benefit of phonograph owners." Local associations of phonograph owners are co-operating with the international association in presenting the contest.

The record itself, under the new

Comet label, is a regular 10-inch double-faced record, which is being recorded and pressed by one of the largest record companies.

Steffens advises that any doubt he may have had about the enthusiasm with which the phonograph owners and operators would receive this effort to improve the income of the machines was dispelled by the first flood of orders for the March contest records. He reveals that phonograph owners in more than 35 states are using the business stimulating Write-a-Title record. Several states are barred from using the contest. However, according to Steffens, the contest was approved by the Solicitor of the Post Office Department in Washington before the contest was set in motion.

No contest will be held for April, but the May contest records will be released for use on the phonographs about April 15 and the contest will run until May 31, allowing about six weeks' play on the phonographs

HEALTHFUL KORN PARCHIES

STATE DISTRIBUTOR

F. C. Ewing Co.

P. O. Box 857
1416 E. Lancaster

Phone 2-8648
FORT WORTH

SAM MAY REPORTS HEAVY SALES ON GAMES

Sam May, San Antonio distributor, reports heavy sales on Baker's Sky Pilot and Baker's Doughboy, also Western's Baseball. These games are really top money-makers, says Sam.

Sam is also enjoying brisk sales on the Mills phonograph. His place is the one busy spot in the Alamo city. Operators make it their headquarters at all times.

LOUISIANA WURLITZER DISTRIBUTOR CELEBRATES ARRIVAL OF 1940 MODELS

"Louisiana casts its votes for Wurlitzer!" That's the word that came to North Tonawanda from Service Novelty Company, Wurlitzer Distributors of Monroe, La., following the introduction of the 1940 Wurlitzers by this organization.

According to Service Novelty officials the Southwest is solid for Wurlitzer with Music Merchants everywhere placing their orders for the new models under Wurlitzer's Modernization Plan.

TOPPER VENDER IS SET FOR ALMOND VENDING

The well known vender "TOPPER," distributed by the M & W Distributing Company, 2631 East Lancaster, Fort Worth, Texas, is a super California Salted Almond vender. TOPPER has been made especially for vending almonds accurate and with all ease. Topper mechanism does not break or cut the whole nuts but delivers them to the customer whole and sound.

M & W has been appointed Southwest distributors for all the Victor machines. Globes, brackets, machines and parts are carried by the Fort Worth firm. They also keep on hand a stock of fresh California Almonds which are sold to operators at 38 cents per pound.



"TOPPER" TOPS 'EM ALL

The most accurate vender for ALMONDS, TOYS, BALL GUM, CASHEWS, SALTED PEANUTS, SMALL CHEWING GUM and other products.

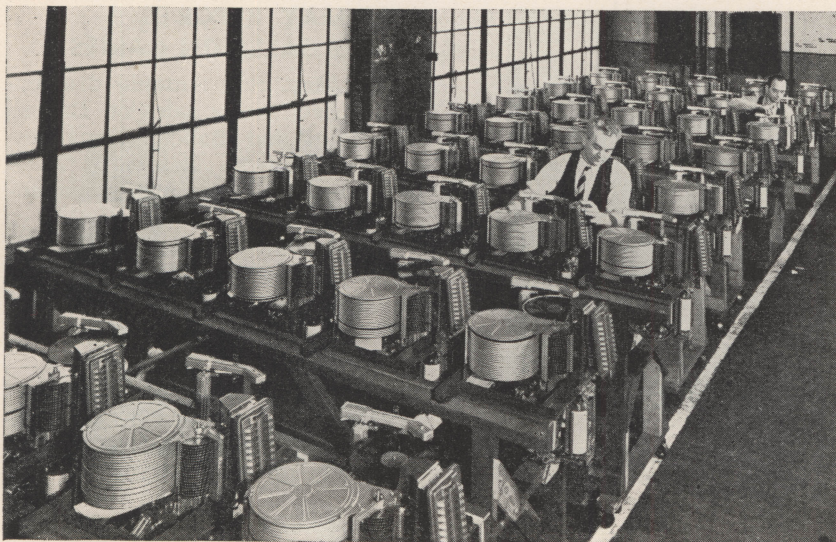
We are distributors for all VICTOR venders including TOPPER, ESQUIRE (the new Challenger) DELUXE SPECIAL and DELUXE ESQUIRE. See these machines before you buy.

GLOBES - WALL BRACKETS - PARTS

Order your Roasted and Salted California Almonds from us

M & W DISTRIBUTING CO.

2631 E. Lancaster Phone 5-4755 FORT WORTH



"DAY IN, DAY OUT" the production line at the Rock-Ola Luxury Light-up Phonograph Plant keeps double shifts of skilled assemblymen straining to keep up with the tremendous demand for shipments. Orders flood in daily by wire, telephone, and airmail. Locations in every part of the United States are demanding deliveries of the new 1940 Rock-Ola Phonograph. Scores of workmen have been added to the regular force and officials promise that delivery is rapidly approaching a 48-hour basis.

TALKING MOVIE GETS PUBLICITY

Chicago.—On February 22 a new firm, the Mills-Globe Co., opened in Hollywood, to manufacture and place a new sound movie machine to be operated by the deposit of a coin. Newspapers and radio news commentators spread the news that evening. The new combine is composed of Jimmy Roosevelt, a producer of films; Fred Mills, of Mills Novelty Co. here, and others. Financing was reported to be about \$3,000,000.

From press reports it is indicated that the new machine will appear something like a modern automatic phonograph and that it will probably use a dime coin chute at first. Later, nickel chutes may be used. The Mills firm has manufactured a nickel movie machine for some time, but it did not offer sound movies. Jimmy Roosevelt, as Hollywood's

newest movie producer, will make the films for the new machine, probably at the rate of one a week, the films to run about three minutes. The Mills firm has had great difficulty in getting attractive film subjects even for its earlier movie machine, so the firm headed by Roosevelt will supply this deficiency by making films especially for the machine.

In Chicago at the home office of the Mills firm, it was said that the new organization was separate and apart from the Mills Novelty Co., but that the Mills factory would make the machines. At first not many machines will be placed. The Mills factory will continue to manufacture and market its coin-operated phonographs in large quantities.

Almost sensational reactions greeted the news of the new sound movie machine. The home office of Mills Novelty Co. was swamped with tel-

egrams and phone calls from regular customers of the firm wanting first rights on the movie device. Editorials appeared in some newspapers, one New York newspaper suggesting that the movie machine may soon displace the coin-operated phonograph.

The Mills firm, however, stated that they were making and selling automatic phonographs and expected to continue to do so. The type of locations for which the new movie machine is designed is said to be an indication it will not upset the automatic phonograph business.

MARION FIRM GOING BIG WITH IMP

The Marion Company, Wichita, Kansas, is really swinging out with sales on IMP, that Groetchen wonder counter game. They are shipping as many IMPs as any distributor in the Southwest.

Dave Marion heads the organization which is well known from coast to coast for their prompt and honest dealings with operators. See the Marion advertisement in this issue.

The man who **trusts** men will make fewer mistakes than he who **distrusts** them.

In the long run it's cheaper to say it with flowers than in writing.

Mr. Newington: "Why are you whipping Dwin?"

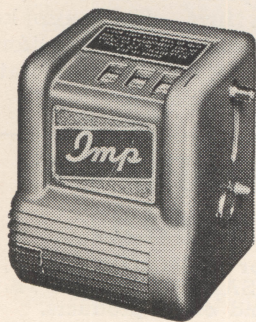
Mrs. Newington: "He will get his report card tomorrow and I won't be home."

"Mr. Kunze is very attentive to his wife, it appears."

"Yes, he always oils up the lawnmower for her before he goes to work."

Teacher: "No, you mustn't smoke. Men who smoke too much get tobacco heart, and people who drink too much coffee get coffee heart."

Pupil: "If I eat a lot of sweet things will I get a sweetheart?"



The NAPOLEON of Counter Machines

World's Smallest 3-Reel Counter Game—By Groetchen
PRECISION BUILT

Jobbers Write for Quantity Prices
Trade in Your Old Counter Pieces

IMP IS SUPPLIED WITH CIGARETTE, CHERRY FRUIT OR NUMBER
REELS—COIN METER \$1.50 EXTRA

WRITE FOR OUR LATEST PRICE LIST—JUST PRINTED

Small in size (only 5x5½x5½) IMP weighs 5¼ lbs. Priced so low every operator can start a route at once. Order now. Terms: 1/3 deposit with order; balance C.O.D.

\$12.50 Prepaid

MARION COMPANY

562-64 WEST DOUGLAS

Largest Distributor in the Central West

WICHITA, KANSAS

Tune Up Locations With Tone

By "BEN" BOLDT, Advertising and Sales Promotion
Manager, Rock-Ola Mfg. Corp.

● Tone is sound wrapped up in esthetic appeal. Time was when tone in its crude stage closely paralleled sound or noise. But the history of sound and tone has seen wonderful developments since the Children of Babel tried to reach Heaven by building a huge tower and found their tongues confounded by divine command. What a babel of noise must have filled the air with everyone trying to make himself understood in a language unknown to his neighbor!

Sound played another great part in history when the cackle of Rome's sacred geese awoke the sentries and saved the sleeping city from a surprise attack by the Gauls in 390 B. C. Sound has made history through the ages, and now, modified, clarified, and refined, carries on as TONE.

Phonograph history was remade under the impact of scientific development in recording true-to-life tone. Sound saved Rome and we might easily add that tone saved the phonograph industry. For, undoubtedly, the acceptance of coin-operated phonographs by the public resolves itself about one element—listening pleasure. Tone is only second to appearance. Our colorful, luxurious Lightup Phonographs create a desire for play. But repeat nickels will be most frequent where reproduction most nearly approximates reality.

The foundation of true-to-life reception lies in the mechanics instrumental in reproducing tone quality. These units are well-known among operators—the Pickup, Tone Arm, Speaker, and Amplifier. Both the Crystal Pickup and Magnetic Pickup are in use today. The metal-encased Crystal Pickup is a new development and combines many important features. It is lighter and therefore less wearing on the record; it is also very sensitive in accurately translating record impressions. In addition, the Crystal Pickup is hermetically sealed and is practically service-free.

A Tone Arm that has received the approbation of operators through long range experience is the extra light, die-cast aluminum Tone Arm of the ventilated tangent transducer type. The Rock-Ola Corporation, manufacturer of Luxury Lightup Phonographs, uses this arm exclusively, supported by a special base for thorough insulation of vibration.

However, high-fidelity tone depends primarily upon the versatility of the amplifier. Here again Rock-Ola uses a perfected unit sturdily constructed for dependable life-long service. It is light, easy to handle, has a floating mounting which isolates tubes from speaker and insures longer tube life. A wider range, extended treble, and bass boost at

low volume is also possible. At this point, operators should be reminded to check their phonograph adjustment of treble and bass for best results. Rock-Ola engineers through careful study have arrived at an adjustment that gives exceptional tone balance regardless of location size or acoustic facilities.

The purpose of advanced tone styling as evidenced by scientific research and developments is to create greater listening pleasure for patrons. This most naturally results in play stimulation. Tone is all important and should be of primary consideration in the choice of phonographs. Operators need a clear understanding of the mechanical units involved as outlined above. For these factors influence fine tone creation which in turn influences cash returns.

Rock-Ola has concentrated on the development of a clear, flawless, thrilling tone. To achieve this goal, Rock-Ola has introduced for 1940 and for the first time on any phonograph a built-in Tone Resonating Chamber. This sensational advancement eliminates the ordinary distortion caused by tone traps and vibration. Another achievement for 1940 is the Auditorium Speaker as standard equipment with every Rock-Ola Super Model. This special reinforcement speaker is in addition to a large 15-inch speaker encased in the Tone Resonating Chamber. The Auditorium Speaker has full carrying power in the largest rooms and makes true tone beauty possible by the conservation and proper distribution of the all-essential high notes which are ordinarily absorbed by natural room obstructions.

Tone history is truly in the making and the public by virtue of experience has grown into a great critical element. The coin-operated phonograph industry is heading in the right direction and will continue to do so as long as the spirit of scientific advancement and progress is maintained at its present high standards. Already phonograph tone reproductions in some instances surpass the original performances by a richness and clarity only possible under strict recording conditions.

Orchestras and performers already realize the importance of the phonograph in publicizing their musi-

cal talents. Now, through perfected phonograph tone qualities, these same artists and their talents are truly represented to the public and we all profit from manufacturer to operator to location owner and patron. Tone history marches on!

McGINNIS SEES BALTIMORE BOOM

Baltimore.—Roy McGinnis, prominent distrubtor of this city, predicts a boom in free-play novelty game operation in territory served by his company. "Call it a 'Bally boom' or a 'buy-back boom' or anything you want. My belief that we are heading into a tremendous buying wave is based on the volume of hard cash deposits operators are laying on the line to get Bally's new 'buy-back' Triumph game. Plenty of operators, who waited too long before grabbing Bally Reserve and thus got left high and dry, are now determined to get in on the ground floor with the Triumph game. And operators who cash in on Bally Reserve recognize in Triumph the kind of game that will bring back those Bally Reserve bank-rolls, and they're scrambling to be first with Triumph. Needless to say, we are going to keep the wires burning to insure daily shipments and the kind of service operators have learned to expect from us."

Please mention the Automatic World to our advertisers.

F. C. EWING CO.

The Operator's Friend

Triple Cleaned No. 1 Spanish
PEANUTS, 1939 CROP

The Nuts With a Flavor

Blanched Virginia Peanuts
and Cashew Nuts

Fancy Grades for Vending
Machines

WRITE FOR PRICES

1414-16 E. Lancaster. P. O. Box 851
Phone 2-8648

FORT WORTH, TEXAS



DISTRIBUTED BY:

M. T. DANIELS CO., 1027 University Ave., Wichita, Kan.
F. C. EWING CO., Box 851, Fort Worth, Texas



DOWN IT GOES ON THE DOTTED LINE FOR WURLITZER
Visitors to the General Music Company, Wurlitzer Distributors of 2277 West Pico Blvd., Los Angeles, say that you seldom see General's genial Manager Bud Parr these days without an order in his hand. Pictured above is another one about to be signed with Wurlitzer Music Merchant E. M. Eberts of Los Angeles wielding the pen. "Was it a big one?" "Well you just ask Mr. Eberts," was Bud's beaming answer, "he's an old hand in the operation of automatic phonographs. He knows money makers when he sees them and he has just finished inspecting the 1940 Wurlitzers."

Fort Worth

Fort Worth operators are a busy lot these days. With spring just around the corner and many outdoor spots already making arrangements to open their 1940 season, much equipment is being placed preparatory to a heavy spring and summer business.

The salted almond craze has hit this section and vending machines are now being placed that offer this delicious nut from California. The public is eating their heads off and crying for more almonds.

Operator Ed Sluder of Dallas was a Fort Worth visitor a few days ago. Ed was looking for some used Master venders. He has a going route of several hundred Masters.

The M & W Distributing Co., 2631 East Lancaster, reports a large number of out-of-town operators calling at their place the past week. Most of these visitors were from West Texas.

Operators Coleman, Percy, Wynn and Johnson of Dallas were seen along the row last week. Percy operates 500 penny scales in the Dallas territory.

Joe Sherburn, local coin machine salesman, is busy these days selling the late counter games.

Sid Johnson, wide awake Fort Worth amusement machine operator,

has been busy lately placing a string of Daval Jiffy counter games.

Willard White keeps busy with his equipment in several of Fort Worth's super night spots and country clubs. He is also distributor for the H. C. Evans & Co.

Jimmy Troutt and Operator Curtis, both of Gainesville, Texas, were recent visitors to Fort Worth. Jimmy and Curtis keep a large string of equipment going in North Texas and Oklahoma.

The Panther Novelty Co., doing business at 1010 Monroe Street, are always alert to every opportunity to advertise their business. Recently they had their fleet of some 16 gold and black delivery auto trucks in the big Southwest Fat Stock and Rodeo Show parade which was one of the largest parades ever staged in this city.

The right hand of Tommy Larimore, 28 local operator, was so mangled in a recent auto accident that physicians had to amputate his fingers. Tommy is recovering nicely and is now up and about.

Noble blood is an accident of fortune; noble actions characterize the great.

Experience is the best of school-masters, only the school-fees are heavy.

He who considers too much will perform too little.

HEADS OR TAILS TAKES SALES LEAD

Chicago.—Al S. Douglis of The Daval Co., Inc., this city, reported today, "Our new counter game, Heads or Tails, has outstripped all of our other games in sales so far. It seems to us from the way that orders are pouring in from all parts of the country that the game is taking hold and that the players find it one of the most interesting games they have ever had the pleasure of playing.

"We found this to be very true when we attended the opening of the gorgeous new headquarters of Sicking, Inc., in Cincinnati this past week. Ops and jobbers that were present there all informed us that they believed Heads or Tails would be one of the biggest money getters that we ever developed. The orders we took there convinced us that the game is leading in this state and is leading now in almost every other state where the ops are using counter games in quantity.

"It is also interesting to note that every one of the ops who are repeating their orders inform us that this is one game they feel will get the complete attention of any location on which it is placed. Their reasons are very sound. First, they say, the size of the game is perfect. It is not too small. It gets attention on the counter and that is one of the things that a machine must do. Another thing, because of its appropriate size, it commands the respect of the player and especially of the operator for the large size collection box makes it a very easy servicing machine. Everyone was in agreement that the mechanism was among the best ever developed in this industry."

The Daval factory is also working hard on some large shipments of Heads or Tails to leading distributors.

DECCA RECORDS

Decca Records have always been the operators' friend—The biggest hits first—best selling artists—and the only wholesale factory record service for ops in the business—ALL AT A LOW PRICE.

DECCA HITS ARE FIRST ON THE MARKET

BEST MONEY-MAKING RECORDS TO BE HAD

Order from any of the Offices Listed Below

DECCA DISTRIBUTING CORP.

517 Canal St., New Orleans, La.
508 Park Ave. 1313 Dallas Ave.,
Dallas, Texas Houston, Texas.
72 Central Ave. 632 Madison Ave.
S. W., Atlanta, Memphis, Tenn.
Ga.

Northwest Coin Machine Show

By THOS. H. CROSBY, President,
Minn. Amuse. Games Ass'n., Inc.

The second annual northwest coin machine show held at the St. Paul Hotel February 5 and 6 was a definite success. It was a success, whether looked at from the standpoint of the operators, the participating jobbers, or from the cooperating manufacturers.

Following the precedent established at last year's show, the Minnesota Amusement Games Ass'n., Inc., sponsored this show in cooperation with the Twin Cities jobbers. At this show there were also some manufacturers participating who do not have direct distributors in the territory.

The following firms had space and exhibited their products: Acme Novelty Co., Minneapolis, Minn.; E. T. Barron Co., Minneapolis, Minn.; Bell Lock Co., Chicago, Ill.; Mayflower Novelty Co., St. Paul, Minn.; Amusement Games Co., St. Paul, Minn.; Hy-G Games, Minneapolis, Minn.; La Beau Novelty Sales, St. Paul, Minn.; Mid-West Novelty, St. Paul, Minn.; Silent Sales Co., Minneapolis, Minn.; Blackhawk Mfg. Co.; Chicago, Ill.; Hamilton Mfg. Co., Minneapolis, Minn.; Container Corp., Chicago, Ill.; Roycraft Co., St. Paul, Minn.; Filben Mfg. Co., St. Paul, Minn.; Superior Products Co., St. Paul, Minn.

The entire large Continental Room of the St. Paul Hotel was filled with exhibits. Board and sales stimulator exhibits were placed in various hotel rooms, where they were viewed by all of the visitors.

The show opened at 10 o'clock Monday morning and was well attended throughout the day, until 11 o'clock in the evening. It again opened on Tuesday morning at 10 o'clock and continued throughout the day until the doors were closed at 6 p.m. for the banquet. After the banquet the show rooms were again crowded by visitors who wanted a last chance to look over the fine array of equipment.

Attendance

Nearly 600 operators passed through the exhibition hall and most of them spent hours seriously studying the many fine types of equipment offered. Some of these visitors came from a distance of over 1000 miles, coming in from Montana, North and South Dakota, Iowa, Minnesota and Wisconsin. Some of these people had previously attended the Chicago show, but many more who did not have this privilege were enthusiastic at being given an opportunity to see the same new equipment that had been shown in Chicago just a few weeks previous.

Those who were in attendance at the show were particularly enthusiastic at the careful selection given to those seeking admittance. This was an operators' show and only those people who were directly connected with the industry were admitted. A great many casual curiosity seekers were barred from entering the exhibition hall. Those in attendance at the booths had the

opportunity to give their time and personal attention to the operators and only to the operators.

In addition to the operators present, and of course the direct exhibitors, the Chicago manufacturers cooperated with the association to a remarkable degree, by sending well-known representatives to aid in making this a particularly outstanding show.

Many visitors came in, intending to spend only the day, or a few hours at the show, and found so much of interest that they postponed their return home and spent the full two days at the show.

The fine attendance this year promises a great deal more for future years.

Annual Meeting and Election of Officers

The annual meeting of the Minnesota Amusement Games Association was held Tuesday afternoon. At this time the meeting was addressed by R. Schneider, president of Phonograph Owners, Inc., of southern Illinois. Mr. Schneider gave a particularly pertinent talk relative to the cost of operation of phonographs. Every operator in the meeting was particularly impressed by this talk, as it was given by a man thoroughly familiar with his subject. It answered many questions that have long needed explanation.

Mr. James Gilmore of the Coin Machine Industries of Chicago was present to bring the greetings of the influential organization which he represented. Mr. Gilmore's talk was very well received, and he will find a welcome any time he cares to visit with the association.

Mr. Henry Lethert, a certified public accountant of St. Paul, gave a very practical talk on coin machine accounting. Mr. Lethert was well qualified to speak on this subject as he has specialized in this type of accounting for some years. His talk was directly to the point and in a very simplified form, he stressed the need for proper accounting, and especially the keeping of accurate records. In his talk he dwelt largely on income tax problems, both state and federal, and explained many things which comes to the operator's mind when the time comes to file income tax returns.

The Minnesota Amusement Games Association, Inc. is deeply grateful to all of the speakers.

If these speakers could have met and talked personally with each man in their audience, they would know that individually everyone received a great deal of information.

Following these talks, the annual election of officers was held. Under a new plan, the directors will serve in staggered terms, some for three years, some for two years and some for one year. Those receiving the largest number of votes will continue in office for the longest period of time. The following is a list of directors: Tom Crosby, Fairbault,

Minns.; C. H. (Kelly) Diedrich, Chaska, Minn.; Marty Farrell, Grand Rapids, Minn.; C. H. Potter, Fairmont, Minn.; H. P. Hunter, Aitken, Minn.; Jess Rose, Sauk Centre, Minn.; Harold Leiberman, Minneapolis, Minn.; Leonard Michaud, Litchfield, Minn.; Archie Pence, Minneapolis, Minn.; Ray Pease, Breckenridge, Minn.; Holly Cliff, Zumbro Falls, Minn.; Fred Neumann, Minneapolis, Minn.; A. L. Wunderlich, La Crosse, Wis.; A. S. Buck, White Bear Lake, Minn.; Fred Norberg, St. Peter, Minn.

Following this meeting, the directors met and re-elected Tom Crosby, president; Kelly Diedrich, vice-president; H. P. Hunter, secretary and treasurer.

This new lineup of officers gives good distribution of directors to every part of the state. Those elected have all demonstrated their sincere belief in the purposes and aims of the organization. With such a representative body of capable and willing workers, the association will continue in the rapid strides made during the past year.

Banquet

The banquet was held at 6:30 Wednesday evening, February 6 in the Casino Room at the St. Paul Hotel. Practically every seat in the room was sold.

It was possible to read in the faces of those attending, their keep enjoyment, not only of the excellent floor show, and fine food, but in the association with so many operators, some of them known, and others unknown to them until a day or two previously.

Anyone attending this banquet could not but feel that the show arranged by Mr. Brennan was particularly outstanding. Every act was well chosen—many of them unique and different, but each was a headliner in its own right.

As a feature of the banquet over \$1,000 worth of door prizes were given away. These prizes were donated by the following companies: Filben Mfg. Co., St. Paul, Minn., wall box; Buckley Mfg. Co., Chicago, Ill., wall box; Gottlieb & Co., Chicago, Ill., grip scale; Bally Mfg. Co., Chicago, Ill., Dandy Free Game Table; Mills Novelty Co., Chicago, Ill., Chrome Bell; Daval Mfg. Co.,

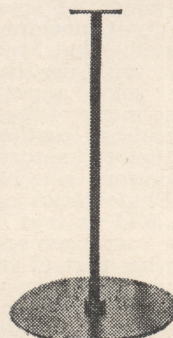
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AND BALL GUM
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"THE OPERATOR'S FRIEND"
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FORT WORTH, TEXAS



Chicago, Ill., Heads or Tails Counter Game; Exhibit Supply Co., Chicago, Ill., Flagship Novelty Table; O. D. Jennings & Co., Chicago, Ill., 2-in-a-bag peanut machines; Blackhawk Mfg. Co., Chicago, Ill., \$15.00 board order; Western Supply Co., Chicago, Ill., Oomph Game; J. P. Seeburg Co., Chicago, Ill., De Luxe Speaker; Keeney & Co., Chicago, Ill., Spinner Winner; Groetchen Mfg. Co., Chicago, Ill., Mercury Counter Game; Rock-Ola Mfg. Corp., Chicago, Ill., De Luxe Bar.

This was an excellent finale to the second annual northwest coin machine show.

Publicity

The Minnesota Amusement Games Ass'n., Inc. is deeply grateful to the newspapers of the Twin Cities for their excellent, accurate reporting of this show. These newspapers demonstrated their ability and willingness to report this as a boon to one of Minnesota's fine industries. The newspapers contributed generously, both by publishing pictures and finely written stories. The newspapers commented on the trend of equipment shown. Even the columnists carried the story of this show into their daily story.

Conclusion

Starting from a very small beginning only a year ago, the northwest coin machine show has come to mean a great deal to the operators of the northwest. Not one of those present was critical in his remarks. The comments made to the directors and officers indicated that this show will be more important and more vital to them each succeeding year. The attendance from so many points this year clearly indicates that the operators want this show to be an annual event.

"VOICE-O-GRAPH FOR VOICE APPEAL"

"It's Voice-O-Graph for voice appeal," according to Earl Winters of International Mutoscope Reel Co., Inc., this city, who is tremendously enthused over the great reception this new, ingenious product of the firm is getting everywhere in the country.

According to Earl, "Operators everywhere in the country are writing in to ask us just when we will be sending them machines in large quantity. As one prominent operator wrote us, 'Voice-O-Graph for voice appeal is the way that I tell locations about this great machine.'"

"I think," Earl stated, "that there is no better slogan we could use than 'Voice-O-Graph for voice appeal.' It's one reason why so many of these machines will be finding locations that operators never before ventured into. One of our operators, who has a large number of Photomatics operating at this time, told us that he had already made arrangements with two colleges in his part of the country and that the instructors of vocal expression in these schools were tremendously impressed with Voice-O-Graph.

"Thousands of locations from department stores to railroad terminals, in fact, wherever people gather, are going to feature the Voice-

PARR HOST TO LOS ANGELES MUSIC MERCHANTS



Left to right: A. V. Stemler, General Music Co., Los Angeles; Jack Gutshall, Esquire Music Co.; J. D. Turner, General Music Co.; Bob Metz, Bob Metz Enterprise; Miss Bailey, General Music Co.; C. J. Eshleman, Service Coin Machine Co., Long Beach; Bud Parr, General Music Co.; L. S. Griffin, Valley Coin Machine Co., Ontario, Cal.; Fred Gaunt, West Coast Music Co. Kneeling left to right: Ed Lafforgue, General Music Co.; William Yaniv, Bob Metz Enterprise.

"Scarcely a day goes by since the introduction of the 1940 Wurlitzers that our display rooms don't offer a chance for a picture like the one above," states Budd Parr, manager of the General Music Co., Wurlitzer distributors in Los Angeles.

"West coast Music Merchants have certainly acclaimed these new Wur-

litzers right from the start and their enthusiasm grows with time. Never before have any new models proven so popular—and, why not?

"When you consider the host of new features simultaneously introduced in these instruments, it's no wonder 'Wurlitzer's the Winner'."

O-Graph. It's the type of machine that gets the complete attention of the public.

"Radio is one of our greatest boosters. People listening to the radio have become voice conscious and want to hear just how their own voices sound. And this is only the beginning. Anyone away from home gets a terrific thrill sending back a record to the folks and letting them hear him describe the trip he has just made and what he has seen. Every scenic spot in America, from the national parks to the smaller amusement parks will be featuring Voice-O-Graph."

WE ARE SLAVES

We are ever and always the slaves of these—

Of the suns that scorch, and the winds that freeze;

Of the faint sweet scents of the sultry air;

Of the half-heard howl of the far off lair.

These chance things master us and compel

To the heights of Heaven or the depths of Hell.

And to love or not we are no more free

Than a ripple to rise and leave the sea.

You are wise if you take what the gods have sent;

To ask no question but rest content.

For, this is wisdom; to love, to live,

To take what the Life, or our God may give,

To ask no question, to shirk no prayer,

To kiss the lips and caress the hair,

To speed love's ebb as you greet its flow—

To have, to hold—and—in—time—let go.

TOTALIZER COUNTER SKILL GAME

5 Ball 1c

The FASTEST money making counter game ever originated. Equipped with clever score "adder-upper" that works like magic. Guaranteed mechanically perfect.

Operators have flooded us with orders.

TAKE OUR TIP!
ORDER NOW!
IMMEDIATE
DELIVERY!

ONLY

\$19.50

5 or more, \$17.50 each



O. ROBBINS & CO.
1141 De KALB Ave. — BROOKLYN, N.Y.

MOLONEY PROVES DANDY SUSPENSE

Ray Moloney, president of Bally Mfg. Co., has long been noted for his uncanny skill as a pin-game player. Recently playing a game on Bally's 5-ball Dandy, he proved he could also shoot in such a way as to demonstrate the features of a particular game.

The first ball, according to George Jenkins, Bally sales manager, who reported the incident, dropped into the double-score pocket. "This was an encouraging start," Jenkins explained, "because any score Ray might make thereafter would automatically be doubled. The second ball trickled down the board to a side 500 hole. Ball number three took a short cut into a side 200 hole; and the fourth ball, after flirting with the opposite 200 hole, dove into a side 100 hole.

"Thus—with only one ball remaining—the score was a big round zero. But actually Ray still had a chance to win in seven different ways. He could win by pairing the 100, 200 or 500 hole already scored. Or he could win by shooting his last ball in the 100, 500, 1000 or 1500 hole arranged in the center of the board. Contrary to all predictions on the part of kibitzers, the final ball went into the out-hole. But Ray certainly succeeded in showing the tantalizing suspense which accounts for Dandy's popularity on location."

STORM FACTORY FOR SKEE-BALL-ETTES

Chicago.—"Skee-Ball-Ette is capturing the nation, and we're working with full power to produce enough to satisfy everybody," said Dave Gottlieb, head of D. Gottlieb & Co., as the two Gottlieb factories are operating under pressure, 24 hours a day, in a frantic endeavor to keep up with the demand. "The recognized leaders of the coin machine industry were quick to see the enormous potentialities of this game, and what it could do to boost operators' collections," Dave explained. "Their acceptance was instantaneous, and as a result, we're literally being stormed from all quarters of the country. Orders are piling in on teletype, by telegraph, long distance phone calls, air mail and even by distributors and jobbers coming in person, every one asking for rush delivery in quantity. Even though we've doubled our facilities by operating two complete factories, and our production is many times our former rate, it's still physically impossible to build enough Skee-Ball-Ettes to supply the demand. On top of all that, our Big Show is spurting ahead with a tremendous volume of orders coming in. Distributors who arranged for large quantity delivery are lucky indeed."



GET KIRK'S
GUESSER-SCALE
 (PENNY BACK IF YOU ARE RIGHT)
with the "WATCH YOUR HEART BEAT" feature
 ★
GREATEST
MONEY MAKER
 EVER BUILT
 ★
ALL MECHANICAL OPERATION

C.R. KIRK & CO.
 2626 W. WASHINGTON
 BOULEVARD
 CHICAGO, ILLINOIS

JACK MOORE PLANS AIR RAID ON BALLY

Portland, Ore.—Stating that west coast operators, from the Canadian to Mexican border, are camping in his various branch offices, awaiting additional shipments of Bally Triumph games, Jack R. Moore threatened today to fly his own plane direct to the Bally Mfg. Co. factory to put personal push behind his orders.

"I know Ray Moloney and George Jenkins are doing their level best to keep me supplied, and, if the Triumph demand elsewhere is anything like it is on the west coast, I can see why I've had to divide 50 a day between my offices. But I've got to get more Triumphs out here fast or 'take a powder' on the operators who're picketing our loading platforms. Why they're even phoning my home at night to try to get 'just one' for a special spot! So I may as well fly to Chi' and transfer some of the heat to the Bally boys."

Moore, who was recently issued a private pilot license by the Civil Aeronautic Authority, is covering his territory in his own Stinson plane, which he has christened "Bally Alley." He inaugurated his airway method of territory-coverage with a non-stop flight from Portland to San Francisco in six hours.



M. G. Hammergren, Wurlitzer Sales Manager; Ted Bush, Acme Novelty Company, Wurlitzer Distributor, Minneapolis; and Bill Mossbarger, Wurlitzer District Manager for Minnesota and Wisconsin.

ALL'S WELL FOR WURLITZER IN MINNEAPOLIS

● Following National Wurlitzer Days and the introduction of the 1940 Wurlitzer Models, Mike Hammergren, Wurlitzer Sales Manager, and Bill Mossbarger, Wurlitzer District Manager paid a flying call on Ted Bush of the Acme Novelty Co., Wurlitzer Distributors of Minneapolis. Purpose of their visit was twofold: To say "Hello" to Ted—to ask, "How goes it?" in Minneapolis.

Both greetings brought forth enthusiastic answers from Ted: "Things are going great guns for Wurlitzer in Minneapolis," he stated, "the in-

troduction of the 1940 Models was the signal for plenty of activity for us."

According to Ted Bush, Wurlitzer Music Merchants in Minneapolis were unanimous in hailing "Wurlitzer's the Winner" and backed up their assertions with orders. "Naturally we expected improvements over the years," he states, "but we weren't looking for such an array as greeted us on the 1940 Wurlitzers. When you improve the appearance, tone, coin equipment and service set-up in one year—well, what Music Merchant could help but be enthused over the 1940 Wurlitzers.

"Believe me they are and from what I understand Minneapolis is no exception. It looks like another Wurlitzer year from coast to coast."

"ASK YOURSELF!" SAYS MOLONEY

Chicago.—Discussing the new Triumph game, Ray Moloney, president of Bally Mfg. Co., suggested that operators check the "buy-back" feature against their own reactions. "Ask yourself," Moloney challenged, "if you had a score of 20 or 30 free games, but needed, say, the No. 5 and No. 6 bumpers to qualify, would you invest another nickel to buy back an extra ball? Particularly, since that extra nickel automatically turns the No. 6 into a 'hit-and-win' bumper? And, if your first buy-back ball missed the No. 5 and No. 6—but boosted the score to 50—would you go for another nickel's worth of 'do it this time' skill-shooting? Then, if you hit No. 6, missed No. 5, and bumped the score up to 60 or 70 free games, would you quit—or buy back another ball? Ask yourself!"

WURLITZER DISTRICT MANAGERS REPORT HIGH ENTHUSIASM FOR 1940 MODELS



Left to right: Ernie Petering, Wurlitzer Assistant Sales Manager; W. R. Deaton, Wurlitzer District Manager for North Carolina and parts of Virginia, West Virginia and Tennessee; "Mike" Hammergren, Wurlitzer General Sales Manager and M. H. Rosenberg, Wurlitzer District Manager for Iowa, Nebraska, Kansas and Western Missouri.

Recent visitors to Wurlitzer's North Tonawanda plant were District Managers "Bill" Deaton and "Rosy" Rosenberg, at headquarters for the first time since the 1940 models were introduced.

Both expressed enthusiasm for Wurlitzer's introductory advertising and brought back glowing reports of the reception accorded the new models throughout their districts.

Said "Bill" Deaton, "Down in my part of the South, Music Merchants greeted the 1940 models with the

rebel yell and a shower of orders that snowed me under." "That's nothing," announced "Rosy" Rosenberg, "out West in my neck of the woods, Music Merchants took one look at the 1940 Wurlitzers and were so breathless with joy they couldn't yell."

"Let 'em wrangle it out," laughed "Mike" Hammergren, who showed signs of breathlessness but ample indication that he is mighty well pleased with the reports from all districts.

OPERATORS BUYING ADAMS GUM MACHINES

New York.—"Sales of Adams Gum Machines," executives of the G. V. Corporation, 655 Fifth Avenue, this city, report, "are booming clear across the country."

"Operators everywhere," according to the firm, "are buying the Adams Gum Machine in larger and larger quantity every day. The men have learned, one of the firm's executives states, "that this great machine manufactured exclusively for us by Arthur H. DuGrenier, Inc., is one of the best gum salesmen in the history of the coin machine business.

"The machine not only is immediately acceptable to every location because of its beautifully impressive appearance, but also because it vends the nationally recognized and advertised Adams gums.

"Operators report to us that the Adams Gum Machine is a sure overhead payer. Wherever an operator has a location he finds that by placing the Adams Gum Machine there he assures himself of paying his servicing overhead. Adams Gum sales are increasing every day. They are backed by one of the largest and best advertising campaigns. Fur-

thermore, the public loves Adams gums as yearly increasing sales prove.

"As far as the operator is concerned, the Adams Gum Machine is one of the very finest ever built. Not only has it been proven to be mechanically perfect over a long period of time on locations, but, we make it extremely easy for the operator to purchase. The famous Monel Metal model is only \$11.50 and we give the operator 24 months to pay. In this way he is actually paying for the machine out of earnings.

"We fully believe, from operators' letters we have in this office, that the Adams Gum Machine is one of the finest and safest investments that the operator can make today. He is assured a steady, substantial income which will go on for years and years."

A midget in a side-show died and his wife had him laid out in his upstairs bedroom. Late in the evening one of many friends came down after viewing the body and the widow asked if he'd been careful to close the door. He wasn't sure and asked the reason for her inquiry. "Well," she said, "the cat's dragged him down here three times and it's a darned nuisance."

TRIUMPH AWAKENS SEBRING'S MUSE

Chicago.—A hint of spring in the air and a peek at Triumph collection records on the Bally Mfg. Co. offices are said to have inspired Al Sebring of Grand National Sales Co. of this city to poetry. The poem, originally attributed to Ray Moloney, later traced to Sebring, advises operators: "When collections take a slump, drag your old games to the dumph—get in the money with Triumph!"

"Although I have quite a reputation," Mr. Sebring confided, "as an expert on the proverbs of the ancient Chinese philosopher, King Fu-tze, I never suspected that I possessed poetic talent until Triumph inspired me. Some of my friends are still in doubt about the existence of said talent, but they don't question the power of my inspiration. Triumph is, beyond all question, the greatest game every built. To operators who don't care for poetry I offer this plain prose fact: daily Triumph collections are often equal to the average weekly earnings of other hit novelty games in the same spot. Also this—Grand National customers can rest assured that we will get our share of the shipments."

TRY AN AD
IN OUR
APRIL ISSUE
BIG SPRING
SPECIAL NUMBER

SMALL
DOWN PAYMENT

24

MONTHS
TO PAY

ONLY

\$11.50

MONEL MODEL

NATIONALLY
FAMOUS

ADAMS

CHEWING GUM

HERE ARE THE 3 REASONS WHY MORE AND MORE OPERATORS ARE INSURING THEIR INCOME FOR YEARS TO COME WITH "America's Finest Selective Gum Vender"—the DU GRENIER!! The same type machine now in operation in Subways and on El platforms in New York, Chicago, Philadelphia and Boston. PROVEN—the ONE fully selective gum vender that meets EVERY OPERATING REQUIREMENT! EASY TO LOCATE! EASIER TO BUY! EASIEST TO OPERATE!!! ACT QUICK while more and more pennies are floating around in your city due to sales taxes. WRITE! WIRE! PHONE!

G.V. CORP.
655·FIFTH AVE., NEW YORK

ATLAS NOVELTY OUTSELLS DAVAL PRODUCTION

Chicago.—Eddie Ginsberg and Irv Ovitz of Atlas Novelty Company, 2200 North Western Ave., this city, are outselling the production of the Daval Company, Inc., on Ex-Ray token payout, Heads or Tails and Jiffy counter games.

According to Eddie and Irv, "We have never before had counter games that command as much respect and as much profits on location as these three sensational machines of Davals. Every day we have been phoning the factory for more and more delivery and now we are so far ahead of the Daval production line that we believe it will take Mr. Douglass and his factory weeks to catch up with ourselves.

"Of course we're enthusiastic about these three great counter games. First of all they earn more money on location. Second they are the finest examples of counter game mechanical perfection ingenuity in this industry. And third, they are Daval games—enough said."

According to Mr. A. S. Douglass, president of the Daval Company, Inc., "Eddie Ginsberg and Irv Ovitz of Atlas are driving us to double shift production. Every minute of the day they are on our phones, sometimes blocking up our lines, demanding more and more and still more delivery. We are shipping them top production. In fact, knowing counter game selling as we do, we can safely say that Atlas is at this time outselling anyone in the country on counter games. What's more, their 7-day free trial guarantee on our games make the purchase of any counter game from them by their customers the safest bet of the year. It means that the operator is getting the finest merchandise that money can buy, when a firm with the experience, reputation and sales record of Atlas will place their own 7-day free trial money back guarantee on a product.

"The slogan that Atlas have adopted is probably the best answer to why they are selling so many 'Ex-Ray' token payout, the brand new sensation 'Heads or Tails' and the tremendously popular 'Jiffy.' This slogan is, 'Dollar for Dollar Daval Counter Games Are Your Best Buy.' And Morrie and Eddie as well as Irv Ovitz are willing to stake the reputation of the great distributing organization that they have created on their slogan in relation to Daval counter games.

"Take it from me, as well as from Eddie Ginsberg and Irv Ovitz, the huge sales of these three sensationally popular Daval counter games is a definite tribute to their money-making power on any location where they actually double and triple ordinary counter game profits."

Local Young Man: "Do you believe in the hereafter?"

Sweet Young Thing: "Sure."

Young Man: "Well, give me a kiss, because that's what I'm here after."

Oswald called a hammer a hammer . . . till he hit his finger with it.



"REALLY A TRIUMPH," says Charlie Casmus (right) of Mint Vending Company, Birmingham, as Bud Lieberman, Bally Mfg. Company's general field manager, explains new Triumph "buy-back" game. Casmus is Bally distributor in Alabama.

"BUY-BOARD" IDEA IN FREE PLAY GAME

Chicago. — The "buy-the-board" feature, introduced in Bally Mfg. Company's Sport King multiple payable is now available to free-play operators, according to statement by George Jenkins, Bally sales manager.

"The 'buy-the-board' feature is proving so successful in Sport King," Jenkins said, "that we have gone into production on Sport Special—a de luxe 4-multiple game with all the features of Sport King, including the 'buy-the-board' feature, but without the \$45 top reserve.

"The 'buy-the-board' feature simply provides a visible record of coins

played—a record which resets to zero whenever a winning game is scored. When the record climbs to 40 without a reset all seven selections are guaranteed and every one of the 28 pockets is a sure winner. We designed the feature as a kind of futurity consolation to insure 'stick-with-it' repeat play. But the public had other notions about the feature. So we see players pumping one coin after another into the chute—without shooting the ball—just to push the coin indicator up to 40."

If a girl's got a kind disposition and isn't too dumb, we'll overlook a lot of stuff that might bar her from a prize in a beauty contest.

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Subscribe now for AUTOMATIC WORLD and keep posted on the coin machine trends during 1940. Send \$1.00 for one year or \$2.00 for THREE years. Do it now.

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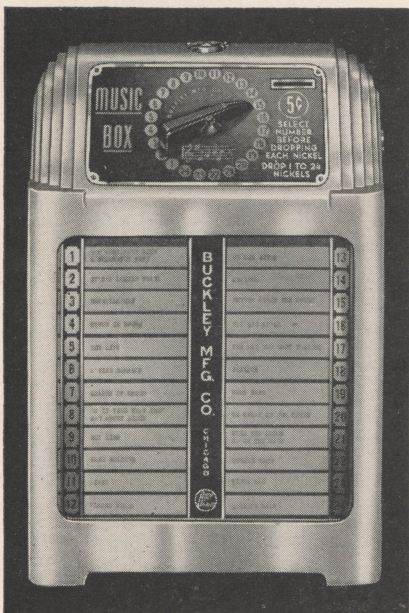
City State.....



Another Buckley Wall Box job that gets the nickels. This shows a real counter installation with ten boxes placed right in front of the customer—making it easy for him to select his favorite recording.

MAKE MORE MONEY WITH Buckley Music Systems

No better installations are to be had than Buckley. Let us tell you more about it. Phone, wire, write or come see us.



WALBOX SALES CO.

COLLIS IRBY, Manager
602 N. ST. PAUL ST.
DALLAS, TEXAS

Please mention the Automatic World to our advertisers.

PLATTER PALAVER

Morey Sherman, veteran baton swinger, whose orchestra played at the Hotel Sherman in Chicago for more than ten years, is another maestro to be signed by Cinematone. Sherman is the discoverer of Dixie Lee Crosby and Fred MacMurray, and his present aggregation, recruited from Hollywood, is said to top his old Hotel Sherman band. Sherman has made many records for other companies in the past.

Ken Baker and his orchestra, Vic Burton and his band, and Bernadine, sultry-voiced vocalist, have been signed by Darrell Calker, musical director for Cinematone Corp., to wax numbers for March output of Penny Phono records. Baker, under contract to M.C.A., is now fulfilling an engagement in Seattle, while Vic Burton is currently recording for Universal. Bernadine has been heard over all the networks with her own program and spot as well as a featured torch songstress with various top-flight name bands.

Danny Gool and his orchestra and Russ Brown, radio singer, have been signed today by Carrell Calker, musical director of Cinematone Corp. to wax ten numbers for the March Penny Phono quota. Gool, who is with Carol Hoff and his band, has assembled an aggregation just for Penny Phono waxing.

Cash has always burned holes in our pockets, and we suspect it would even burn holes in our safety deposit box.

Why should anybody want to be president of the United States—or of anything else, for that matter?

Sicking Boosts Heads or Tails

Chicago.—On a visit to the Daval Company, Inc., this city, Bill Marmer of Sicking, Inc., Cincinnati, O., nationally known distributors, reported that his firm was boosting the new Daval counter games and especially urging ops to purchase "Heads or Tails" which they believe to be the most unique counter game in the business.

According to Marmer, "This is the first counter game, in all the years we have been selling counter games, that actually brings a new and original play idea to the trade. Here the player himself becomes an integral part of the machine. He is matching his coin against what the reels will produce. At the same time, 'Heads or Tails' is absolutely sure not to get any slugs, for the player's coin must show up in the front glass panel and therefore slugging the machine would avail him nothing."

HOELZEL CONVINCES "SHOW-ME" BOYS

Kansas City, Mo.—"I'm from Missouri—you've got to show me" is not merely a Missouri proverb, but the actual slogan of operators in these parts, according to Carl Hoelzel, head of United Amusement Co.

"Operators in my territory," Hoelzel explained, "are skeptical to the point where they'd rather miss a winner than be stampeded into buying a game without positive proof of earning power. When I told operators Bally's Triumph would revive those bulging bank-rolls of Bally Reserve days, and the boys would remind me they're from Missouri—why, I gladly obliged. Every op who said 'Show me' sure got shown. I showed them collection records that made them forget they were from Missouri. I took 'em out to check-up locations and let them watch players pump three, four, five, up to six nickels into Triumph per game. I let them heft cash-boxes as heavy as a paving brick. And, when I got through, they were still saying, 'Show me—show me the quickest way to get a flock of Triumphs on location!' And, as usual, United was prepared with a big stock and plenty more in transit."

Carload of Triumphs to Mint Vending

Birmingham. — Charlie Casmus, head of Mint Vending Co., this city, and Alabama distributor for Bally Mfg. Co., revealed today that he had placed an order for a full carload of Bally Triumph "buy-back" games. "Of course," Casmus explained, "I've been getting five or ten a day, while the factory has been prorating shipments. But now that Bally has got into mass production, I'm getting set to give Mint Vending customers real service. By the way the operators are ordering, after checking collections on Triumph, I'd say this initial carload will be merely the first of many. Bally has really produced a sensational winner this time."

Investment programs usually turn out to be headache programs.

PLATTER PALAVER

SCOOP: Johnny Green has just recorded "Every Sunday Afternoon and Thursday Night" and "From Another World," the two hit tunes from the forthcoming Rodgers-Hart show, "Higher and Higher." These will be released on the ROYALE label the first week in March.

* * *

Have you caught the new lyrics Phil Harris used on his first VARSITY record of CARELESS and FAITHFUL FOREVER? Instead of singing the original words to these two popular songs, Phil has included parodies and many an eyebrow has been raised upon the discovery that these new lyrics were of the double-tendre variety.

* * *

Beginning the first week of March, we will announce to the trade a new series of FIVE special ROYALE concert albums. Included in the series will be a set of PICTURES AT AN EXHIBITION by Alfred Mirovitch; an album of familiar music by JAN PEERCE; The VIVALDI CONCERTO IN A MINOR by Eddy Brown and Roman Totenberg with orchestra (2-12 inch records); THE GRAND QUARTET in E MAJOR by Paganini performed by the York String Quartet (3-12 inch records); and ALBERT STOESEL'S SUITE ANTIQUE by Albert Stoessel and Eddy Brown with Sinfonietta accompaniment. (3-10 inch records).

* * *

The Mirovitch PICTURES set will consist of five 10 inch records in an album featuring a startling picture of Mr. Mirovitch's hands in action on the cover. Our JAN PEERCE album will also feature 5 10-inch discs in a set boasting a dramatic sketch of the Radio City Music Hall Stage on its cover.

* * *

FLASH! FLASH! JOHN POWELL, noted composer of American music has just been signed up by ROYALE to do a series of his own compositions assisted by violinist Eddy Brown. Mr. Powell's music is respected by all lovers of typical American music, and this marks the first time any of his music has been put down on wax. Added significance is added through the presence of Mr. Powell in interpreting his own music.

* * *

NOTE: The new VARSITY record of "Woodpecker" by THE THREE SUNS TRIO is the first version of this number that has been made featuring a vocal chorus. An instrumental version of the tune has already been recorded by George Olsen and his orchestra. (Varsity 8167).

Appointed Columbia Distributor

The Charleston Electrical Supply Co., 914 Kanawha Street, Charleston, W. Va., has been appointed wholesale distributor for Columbia, Brunswick, and Vocalion records in West Virginia and in Pike, Floyd, Martin, Johnson, Lawrence and Boyd Counties, Kentucky, and Washington County, Ohio, by Paul E. Southard, Columbia Recording Corporation sales manager.

J. Bekenstein, sales manager of

the Charleston concern, has been associated with radio and music activities in West Virginia for many years. He is installing a completely modern record department with the latest sound reproducing instruments.

ALL RECORDS BROKEN

The little fellow "OH JOHNNY" which the entire amusement world is talking about contributes to the breaking of all records for response to a newspaper contest ever held anywhere.

This amazing fact should be of great interest to everyone in the amusement field for it proves that a good song never dies, and also that the old proverb "There's nothing new under the sun" seems to have been indelibly impressed upon the public, for old or new, they go for whatever strikes their fancy.

The Chicago Herald-American in connection with the Palmer House and with the permission of Fred Forster, publisher of "OH JOHNNY," conducted a contest for five days offering a prize of \$50 a day for the best new last line to "OH JOHNNY." The response was immediate and phenomenal—50,000 entries (48-886 to be exact)—in five days.

So great was the acceptance of the contest—so apparently eager was the public to write a last line to it—that it stood the entire newspaper force on their heads, so to speak.

Fifty thousand letters in 5 days—absolute proof of the tremendous popularity of this song.

While the tremendous pulling power of the newspaper is realized, it has acknowledged that the contest would never have had such response if the song had not been so universally accepted.

The Chicago Herald-American was not only thrilled with the wonderful response to the contest, but because of this, it has won thousands of new friends among its advertisers.

PLASTIC GLASS USED IN IMPS

Windows in IMP Gum Vendors, made by Groetchen Tool Company are covered with a new type of plastic glass, which is absolutely unbreakable, will not burn, discolor or stain.

This material, called PLEXIGLASS, was developed by chemists for the use of the U. S. Army Air corps. It is used extensively for windows, windshields and machine gun turrets. Its optical qualities are superior even to the best plate glass windows.

In adopting PLEXIGLASS for their IMPS, Groetchen engineers were the first ones to make use of this plastic glass in coin machines, demonstrating Groetchen leadership in the field.

"Stand in back of your lover, false woman," shouted the scotchman who found his wife in the arms of another man, "I'm going to shoot you both!"

CARL TRIPPE SAYS IT WITH JIFFY

ST. LOUIS—Carl Trippe of Ideal Novelty Company, this city, is saying it with Jiffy counter games for those ops that want an extra machine on their locations which will bring big, steady, additional profits.

According to Carl, "There is no other machine on the market like Daval's Jiffy for earning extra profits for operators who are covering a large number of spots and can take another few moments time to service another machine.

"The average operator has learned that once he is in a location collecting on his equipment he may just as well take an extra few minutes to collect on the Jiffy. It really all happens in a Jiffy. And the best part of it is that the profits continue to roll in for many, many months without the operator even realizing it.

"One of the large operators here has placed a large number of Jiffy machines and advises us that it takes but a few moments to service these machines.

NEW ARTISTS FOR CINEMATONE DISKS

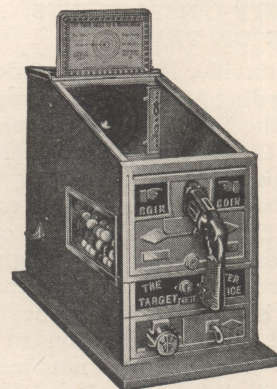
HOLLYWOOD—Newest recordings released by Cinematone Corp. include numbers by Garwood Van and his Victor Hugo Orchestra, Sterling Young and his band and Gus Arnheim's Orchestra.

Signed for future recordings are Bill Mills and his swing band, also on the Fibber McGee radio program; Eddie Dean, cowboy crooner in Bill Boyd-Hopalong Cassidy Western series; Stan Myers and his Clover Club Orchestra; Pat Key, and Russ Brown, baritone on CBS.

Darrell W. Calker, formerly musical supervisor for Davis and Schweigler, has been appointed head of record music department.

"MASTER"

You'll Make Money, Too,
IF YOU OPERATE THE



TARGET PRACTICE

WRITE FOR DETAILS

The Norris Mfg Co.
COLUMBUS, OHIO



On January 29, 30, and 31, Ben Palastrant, owner of the Supreme Amusement Company of New England, Inc., entertained huge crowds at his new enlarged quarters. Among those present were, left to right: Mr. Wadack, Sr., George Young, Rock-Ola District Manager, Steven Wadack of Warren, Mass., and Jos. E. Levine signing an order for Rock-Ola Phonographs, who is standing between Ben Palastrant and Jack Nelson, Rock-Ola Vice-President, right. In the background can be seen the unusual and attractive display constructed especially for this showing.

PALASTRANT DRAWS BIG CROWD TO GRAND OPENING

For three days, January 29, 30, and 31, Ben Palastrant, well-known president of the Supreme Amusement Company of New England, Inc., played host to operators, their wives and sweethearts from Maine, New Hampshire, Rhode Island, Connecticut, Massachusetts and Vermont. The big celebration was in honor of the 1940 Rock-Ola Luxury Lightup Phonograph Showing and Grand Opening of Supreme Amusement's new and enlarged quarters.

"A special Rock-Ola Phonograph Display, especially constructed by a prominent decorator, was acclaimed

by everyone present as the most beautiful display ever seen in New England," comments Mr. Palastrant. "In addition, we were highly honored to have as our guest Mr. Jack Nelson, Vice-President of the Rock-Ola Manufacturing Corporation, who made a tremendous hit with the operators as the most regular fellow they had ever met.

"To assist me in making this grand opening a huge success, I also had the help of George Young, our Rock-Ola District Manager, Bill Cooper, who explained the features of our 1940 Rock-Olas, assisted by George Young, Jr., my chief mechanic. In addition, my secretary, Miss Barroll, along with Mrs. Young and Mrs. Cooper, entertained the guests most graciously."

CALCUTT COMPLIMENTS HEADS OR TAILS

Fayetteville, N. C.—Joe Calcutt of the Vending Machine Company, this city, "The World's Largest Coin Machine Distributors" took time out from his many duties today to report that the new Daval counter game, "Heads or Tails," is one of the finest machines ever originated.

Joe reports, "The one important factor in all counter games is to get the player's attention so completely that he will not want to leave. In this game, Daval has accomplished this fact. In fact, they have so well accomplished it that they have eliminated all slugging and all arguments as to the play itself.

"In the first place, the coin the player uses being the determining

factor of play—he does not want to use a slug. For he must show the location that the coin matches the reels when he wants to collect his award. At the same time there can be no arguments about the play for it is so simple that a child could understand it—it's either heads or tails that the player chooses."

MODERN VENDING GETS EX ON SKEE-BALL-ETTE

Chicago. — Arrangements have been made this week, whereby Modern Vending Company, subsidiary of Modern Automatic Music Sales Co. was appointed exclusive distributor for Gottlieb's Skee-Ball-Ette for New York, New Jersey, Connecticut and Florida, reports D. Gottlieb & Co. Nat Cohn, Modern executive who was in Chicago to personally conduct the arrangements, placed a tremendous order, possibly the largest in the history of coin machine manufacturing, they add.

Dave Gottlieb was extremely enthusiastic. "This is a case," he said, "where the power of a famous name, like Modern Vending, has been linked with a great winner, like Skee-Ball-Ette, for the benefit of the industry. We are proud to announce that Modern Vending is now exclusive distributor for Skee-Ball-Ette in their territory. The record-breaking order which they placed is proof of their complete faith and confidence in this sensational hit, based upon their long experience, knowledge and sound judgment. Their conveniently located offices, large stock and inimitable service will put Skee-Ball-Ette within quick reach of every operator in the East.

"Skee-Ball-Ette is receiving overwhelming acceptance from the trade everywhere," Dave continued. "Orders, as well as requests for territory, have been pouring in at a terrific rate from all over the country. We now have 2 factories operating on a 24-hour day to keep up with the demand. Every day we receive reports about Skee-Ball-Ette that are really amazing. The compliments we receive for having built a real winner are a great tribute. In combining the facilities of Modern Vending with our own, we can insure ops in the Eastern territory the world's best service on the world's best game."

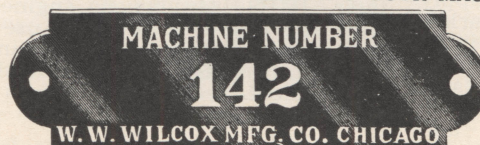
NORTHWESTERN "40" A SUPER ALMOND VENDER

The new Northwestern "40" is a sure shot for vending the new nut sensation, the California Salted Almonds. This vender can be set to vend just the right portion of almonds to make almond vending profitable.

Send to Folsom & Brown, 2206 S. Harwood street, Dallas, for complete information and prices on the new Northwestern "40." Remember, they will take tradeins.

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



50	@	7c	each—Total	\$3.50
100	@	5c	each—Total	5.00
250	@	4c	each—Total	10.00
500	@	3½c	each—Total	17.50

Write for Circular on

BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.

564 W. Randolph St., Chicago

Polished brass or nickel plated plates with your name and address, consecutively numbered, black enamel filled over-all size ¾"x2½". Can have any lettering or numbering on plate within reason.

New Orleans

Springlike weather is helping to recuperate business in this area, following the longest spell of record-breaking low temperatures in the history of the Deep South. Except for downtown locations the cold spell cut deeply into patronage.

* * *

The opening of a distributing branch for penny phono machines in Louisiana has been announced by Miller-Newman-Barrett, who will maintain offices and service quarters with the S. & N. Sales Co. The new firm, composed of A. C. Newman, A. L. Barrett and W. E. Miller, will also distribute the new penny phonograph in Oklahoma.

Fred King, president, is highly enthused over the new penny idea and believes that many locations not profitable heretofore for 5-cent machines will be opened. Barrett and Newman will be located here and Miller will operate the firm's Oklahoma business out of Oklahoma City. The Dixie Novelty Co. at Laurel, Miss., has also been named distributor for that State.

* * *

The C. & N. Sales Co. has taken over distribution for the gulf area of the new Mel-o-Tone, manufactured by the Herbert Corp.

* * *

President Gensberg, of the Genco Co., spent several days in New Orleans this week and promised local operators a new idea in a pin game to be marketed soon.

* * *

Vital statistics: The Joseph Isaacs have bought a pink high chair. Her name is Joan. . . . Philip Yaeger, of Bell Distributing, has bought the ring and Sylvia D'Gerolamo, of Kenner, La., is making preparations for a June march. . . . Disturbing is the news that little Nick Carbajal, Jr., grandson of Julius Pace, local operators' prexy, is down with illness. He's doing nicely at latest report.

* * *

Dixie Coin Machine Co. has received its first shipments of Bally's Triumph, and the first machine on location at the Sport Center on St. Charles street is attracting much attention. "The new buy-back idea is a good one and will surely click," says Manager Mark Boasberg, of the Sport Center. The Dixie Co. also reports brisk demand for J. H. Keeney's 1940 Super Six, which is threatening to set new highs for earnings in these parts.

* * *

Charlie Snyder, of the Mills Novelty Co. factory, spent a week in New Orleans, renewing old acquaintances and conferring with the Dixie Coin Machine Co. officials over the sales campaign for the spring. Snyder came in time to see the preview of the new Mills phonographs held at the Dixie Music Co. display room. Joseph Pipitone, head of the firm, was in charge of the showing, attended by all leading operators and allied tradesmen in this territory.

TRIUMPH STARTS RIOT AT J AND J

Detroit.—Arrival of the first Bally Triumph machines caused a riot of operators frantically trying to grab the new "buy-back" novelty game, according to Jimmy Passanante, manager of J and J Novelty Company here, whose firm is Michigan distributor for Bally Mfg. Company.

"Our trouble was," Passanante explained, "figuring out how to divide our first shipment of 100 Triumphs among customers whose advance orders totaled nearly 500. That was a week ago, and I've been dodging the office ever since, until today when another big shipment arrived in time to calm the boys down. I've been in the business since Ballyhoo days and I've seen some pretty sensational hits, such as Bumper and Bally Reserve, but I'm frank to say I've never seen anything to equal the demand for Bally's Triumph. And, judging from the tremendous play Triumph is getting on location, the demand won't be satisfied for several months."

•

MIDGE RYAN APPOINTED MILLS SOUTHWEST MGR.

Chicago.—Vince Shay, sales manager of Mills Novelty Co., has announced the appointment of John P. Ryan as manager of the Southwest territory. Ryan, known as Midge to many in the industry, has a fine background for his new promotion. He began at Mills about 12 years ago as a sales correspondent.

Second announcement by Shay was that the Automatic Music Co., Kansas City, Mo., would henceforth carry the Empress and Throne of Music phonographs in stock as well as display them in the firm's headquarters. "Operators and others in this section of the country who haven't as yet seen the new Mills phonographs should be sure to visit Automatic Music," stated Shay.

•

NEW GOTTLIEB GAME, SCORE CARD

Chicago.—A surprise to the industry comes from D. Gottlieb & Co. in the form of a new game, Score Card, to be released soon. "With two factories working day and night trying to keep up with a landslide of orders for Skee-Ball-Ette, introducing another radically different machine at this time is a most unexpected blessed event among coin games," said Dave Gottlieb.

"Score Card has been many months in the making," he continued. "We've the most sensational location reports of its success and the game's altogether too remarkable to be held back any longer. Rush or no rush, Score Card must go into production, or we'll have all our distributors on top of us demanding delivery on this number at once, and no alibis."

"It's totally new, altogether different from the usual run of games. It's based on one of the most phenomenal sensations in pin games. It fills the bill absolutely and it's not a baseball game." Further details were not revealed.

WANT ADS

5c a Word Cash With Copy

JOBBER'S WRITE US

Largest stock in Central West. We are distributors for the major companies. Latest price lists upon request. Many exceptional bargains. Advise your requirements. Marion Company, Wichita, Kansas.

SCALES WANTED—WATLING. Large old style models preferred—Give full description, condition and lowest Cash price. Babe Levy, 2830-10th Court So. B6—Birmingham, Ala. (Apr.)

USED MACHINES, BIG STOCK. Write for list. Send for Goodbody's Bulletin, it's free. Supplies and new machines. We ship promptly. Goodbody, 1824 E. Main Street, Rochester, N. Y. (Reg)

SCALES—PENNY SCALES BOUGHT, SOLD, repaired, exchanged. Also vending machines of all kinds. Write us what you have. Silent Selling Co., Marion, Indiana. (Reg)

FOR SALE—All kinds of used counter games, slot machines, marble tables. Come see them if in the market. Wichita Novelty Co., 717 Ohio Ave., Wichita Falls, Texas.

G&G PRAISE FOR GROETCHEN'S IMP

Chicago.—"A recent cartoon in a magazine," stated Paul Gerber, of Gerber & Glass, this week, "pictured a sales graph as going so high it was necessary to break through the ceiling to show the actual sales and to continue the graph up into the ethereal regions of the pictured building."

"Humorously it got its point across. If we were to portray the sales of America's counter game sensation, Imp, of which we are distributor in the Midwest, the sales graph would probably take on the same character."

"From the very first Imp has been a big seller, tremendously popular with operators everywhere. Truly Imp is the counter game of the year," concluded Gerber.

"A man," says Uncle Rastus, "will gib two dollars for a one-dollar thing dat he wants . . . an' a woman'll gib one dollar for a two-dollar thing dat she don't want." And that reminds me of a muchly harrassed husband who cried: "You never tell me what you buy! Don't I get any voice in the buying?" To which his wife replied sweetly: "Certainly darling! You get the invoice!"

Sales Manager: "You give me a pain in the neck."

Salesman: "Thanks for moving me up."

CARRIER PIGEONS ANNOUNCE GRAND OPENING OF KEYSTONE VENDING COMPANY



"A bird in the hand is worth two in the air" agree the smiling group above at the Rock-Ola Luxury Lightup Plant. This photo was taken just before the racing pigeons were released to start on their return 800-mile trip to the Keystone Vending Company of Philadelphia. Left to right: A. L. Cannon, Assistant Export Manager; Fred Pray, District Manager for Michigan; Lew Sebastian, Credit Manager; E. Halvorsen, Service Department; Art Weinand, Assistant Sales Manager, Phonograph Division; Cliff Risberg, Manager Games Division; E. Booth, Service; Frank Wixcel, Rock-Ola Distributor. Front row: J. Leonard, Service; W. E. Hall, Export Manager; I. F. Webb, Vice-President, and J. A. Heer, Comptroller. The boxes in front are the shelters used to ship the pigeons from Keystone Vending to the Rock-Ola Plant.

Nine carrier pigeons arrived by express at the Rock-Ola Mfg. Corp. on February 22 from the Keystone Vending Company of Philadelphia, each comfortably accommodated in its own cardboard shelter. Each pigeon was addressed to an official of the Rock-Ola Corporation and was accompanied by a clever invitation to attend the "Gala Opening" of Keystone Vending's new show room, office, and service department at 1423 Spring Garden Street, Philadelphia, Pa., on February 25.

Instructions for returning the birds were as follows: "This bird must not be detained . . . release at once or it will lose its way back. Release by 3 p.m. DO NOT KEEP OVERNIGHT. To handle, hold bird with both hands around body. If you will attend showing of new 1940 Rock-Ola Luxury Lightup Phonographs, just release pigeon. If you will not attend, detach ring from pigeon's leg and release bird."

So, at 3 p.m. sharp, the pigeons were carefully removed from their shelters by officials of the Rock-Ola Corporation. The birds, upon gaining their freedom, shot straight up toward the sky and circled around to get their bearings and hightailed it for their home anchorage in Philadelphia. In a few seconds they were lost to sight on their mile-a-minute return flight. These birds are noted as some of the fastest racing pigeons in the East and many a side bet was made as to whose bird would first cover the 800-odd miles

back home. Experts say the birds go to roost at sunset. So, if they didn't oversleep in the morning or meet some feathered friends along the way, they could have arrived home in late afternoon of the 23rd.

I. F. Webb, Rock-Ola Vice-President, said, upon releasing his bird: "I hope it follows instructions. I told him to stop off at Art Nagel's in Cleveland for a good feed." Well, whether the bird follows these instructions or not, we want to give these "wise birds" their due credit. Also, congratulations to the Keystone Vending Company for the month's most unusual story.

JENKINS PLEADS FOR PATIENCE

Chicago.—Returning to his office after a three-day forced vacation, which he blamed on Alexander Graham Bell, George Jenkins, sales manager of Bally Mfg. Company, found relief in the fact that production on the new Triumph "buy-back" novelty game had been doubled.

"However," Jenkins declared, "I'm still in a position where I've got to plead for patience. The reason I took a 'powder' this week was because every time the phone rang I knew I was in for a work-out. Apparently every operator, jobber and distributor in every part of the world which is not actually in the war-zone found out at one and the same time that Triumph was an even better game and faster money-maker than we claimed. And they all wanted delivery yesterday!"

"The factory is swamped with orders, shipments are going out in rotation, production is being stepped up daily and extra shifts are struggling to keep up with the demand. I've been through stampedes before. I remember the Bumper and Bally Reserve rush, but Triumph has created a greater furor than any game in the past. From our very first announcement, operators apparently sensed another sensational hit and started piling Triumph orders in to our distributors. And now that first volume shipments have been on location long enough to show the boys what Triumph will do for them, orders are coming in faster than ever. Looks like we've really got something this time."

An experienced business man is one who realizes that the fellow who called him up six times while he was out, isn't trying to give him anything.

Speaking of signs . . . here is one we saw the other day: "Special sale of apples and chestnuts. Come in the morning. The early bird gets the worm."

The critic of Hitler who got a sentence of ten years may console himself that it won't be a crime that long.



Exhibits VITALIZER FOOT EASE FOR MILLIONS

Now is the time to establish yourself in a permanent profitable business with Exhibits Foot Ease Vitalizer.

Legal Everywhere. Lasting Investment. A Proven Money Maker for You. Be First in Your Territory.

TERMS CAN BE ARRANGED

C. W. Percy Novelty Co.

Greenway Lane, Preston Hollow—Ph. 584770

DALLAS, TEXAS

DISTRIBUTORS WRITE FOR PRICES AND TERMS

SKEE-BALL-ETTE

NOW IN PRODUCTION!

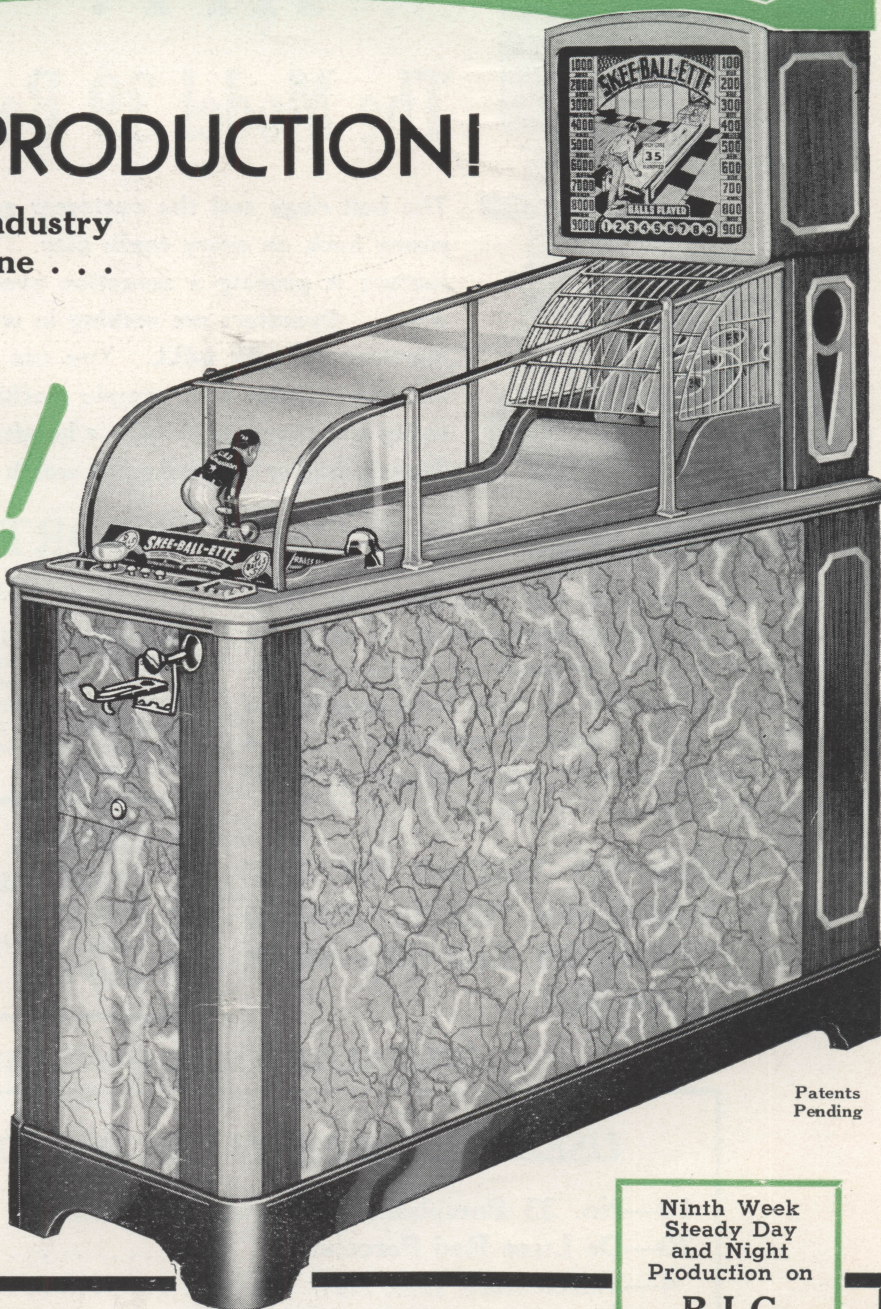
Yes Sir! The entire industry
guessed right on this one . . .

*it's
Terrific!*

The collections are staggering,
because the great American
public is wild about this game!

●
**SEE YOUR
DISTRIBUTOR!**

●
Immediate
Delivery



Patents
Pending

HIGH SCORE----WEEKLY HIGH SCORE
NOVELTY or FREE PLAY (Convertible)

Ninth Week
Steady Day
and Night
Production on

**BIG
SHOW**

and still
Going Strong!

D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO, ILL.



Northwestern

A SENSATIONAL HIT!

The Model 39 Bell

The bell rings and the customer gets penny back on every tenth play. This feature is proving a sensation everywhere. Operators are cashing in with Northwestern 39 BELL. You can do likewise. Order your sample machine today and then you'll order a hundred. Slightly higher of course but worth it.



NORTHWESTERN 39

● Without question this Northwestern 39 is the world's best all purpose vender. It has every feature for smooth and accurate vending of bulk products. Adjustable portions, large opening on top of globe which permits easy cleaning and a wide variety of popular colors are just a few of the many features of model 39.

YOU CAN'T GO WRONG ON THE ABOVE MACHINES. YOU'LL FIND THEM TOP MONEY EARNERS YEAR IN AND YEAR OUT.

NORTHWESTERN 33 BALL GUM VENDER

● for real ball gum profits this model 33 will do the job. Remember, you can sell good ball gum easier than you can give away cheap gum. This little silent merchant sits on location day and night and keeps the pennies coming your way. It is truly the dependable staple machine—the year 'round money maker.

LIBERAL TRADE IN ALLOWANCE
TRADE-INS ON ALL TYPES OF PENNY
VENDERS. SEND US A LIST OF WHAT
YOU HAVE AND WE WILL NOTIFY
YOU OUR ALLOWANCE.

SPECIAL 26 POUND STAND \$1.75

USED VENDERS IN TIP-TOP CONDITION

10—No. 33 Porcelain, Excellent Condition	\$4.50 Each
20—De Luxe Red Porcelain	6.50 Each
4—Triselectors, Like New	12.50 Each
4—Model 33 Ball Gum Venders, practically new....	4.75 Each
20—Model 33 Lacq. Venders (repainted)	3.00 Each

Get prices and samples on our CHEF brand Spanish and Jumbo peanuts, Cashews and Boston Baked Beans.

WRITE—WIRE—PHONE—OR COME SEE US

FOLSOM & BROWN

2206 SOUTH HARWOOD

PHONE 4-6131

DALLAS, TEXAS